1. **PSWhich are the top three variables in your model which contribute most towards the probability of a lead getting converted?**

Ans: The top three variables in the model which contribute most towards the probability of a lead getting covered are as follows:
a/ Lead source,
b/ "What is your current occupation",
c/ "Total time spent on website"

➔ **Lead source:** Leads coming from "Reference" are more likely to get converted.
➔ **What is your current occupation:** Leads who are working professionals are more likely to get converted.
➔ **Total time spent on website:** Higher the time spent, higher the probability of lead getting converted into a customer.

2. **What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?**

Ans: The top three categorical/ dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are as follows:
a/ Lead source-reference,
b/ Lead source-social media,
c/ Lead source-Olark chat.
Lead source plays a vital role in getting leads converted to customers.

3. **X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.**

Ans: A useful strategy that X Education should employ at this stage should be Leads which spend more time on website should be targeted. Further, leads which come through reference should be focused upon. Working professionals with higher conversion rate should be aimed at, as this course is for industry professionals.

4. **Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.**

Ans: The strategy which should be employed by the company at this stage should be Unemployed leads should be paid less attention to as they may not have the budget to spend on the course. Students may not be a great target audience as well since the course is designed for working professionals and it may be a little early for them to join.