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

Ans***: lead source\_Reference, lead source\_Welingak Website and last activity\_Unreachable have high coefficient values. The Third variable does not make business sense but according to model it is a significant variable.***

1. 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 Last Activity , Lead Source and Last Notable activity needs to be focused**

1. 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: **Since interns want experience and they will make more calls or will follow up on client at a higher frequency then as compared to an experience Sales executive. Interns should allocated medium to low potential leads, and as they some experience on how to talk to clients, they can then be assigned one potential lead under the supervision of a senior executive.**

1. 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: Allcoate the interns to top three coeff variables, and assign senior executive to work on other tasks**