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

Ans: The top three varibles that contributr the most are:
   1) Total time spent on website.
   2) Total Visits
   3) Lead Source with Google

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: Top 3 categorical/dummy variables to increase the probability:
   1) Lead source with Google
   2) Lead source with direct trafic
   3) Lead source with organic search

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: Call the leads if :
   1) If they spend a lot of time on website. We can see people who spend a lot of time on website are mostly converted successfully.
   2) If Repeatedly comes back to website. There is a high possibility of them converting into successful leads.
   3) If their last activity is through E-mail or SMS or Olark chat conversation.
   4) If they are Working professionals or unemployed.

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: Since most people don't like to receive calls as well there are other ways to reach. We can send them E-mails, as most of their notable last activity is opening e-mails. And sending SMS is also a good option. There is a high chance these strategies successfully working.