

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - a. Total Time Spent on Website category
 - b. Lead Origin Form category
 - c. Total number of visits.

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?
 - a. Last Notable activity-SMS sent
 - b. Occupation-Student
 - c. Lead Origin- Lead_add form

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.
 - a. Target leads whose total time spent on X-Education website is high. These students need some guidance to decide.
 - b. Target leads that repeatedly visit the site (Total Visits). However they might be repeatedly visiting to compare courses and their fees with other websites. So, the marketing members should be focusing on such potential candidates and see if they have to give them appropriate information and get them enrolled.

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.
 - a. They can concentrate on the members who frequently visit the website.
 - b. People who spend more time on website need to be concentrated as they have high chances of conversion.
 - c. Students are already focused on their academic and not to the level where they can engage with the course designed for working professionals hence avoid student leads