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 variables are: TotalVisits, Total Time Spent on Website and Lead Origin.

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?

These are : **Last Notable Activity_Had a Phone Conversation, What is your current occupation_Housewife, Lead Source_Welingak Website**

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 good strategy would be to focus on Housewifes who have visited the website multiple times and spent high time researching courses. The best method to contact would be to make phone call to them.

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.

Team can avoid calls to students, unemployed and people whose e-mail had bounced.