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

Our model's top three contributing variables towards the probability of lead conversion are '**What is your current occupation**', '**Total Time Spent on Website**' and '**Lead Origin**.

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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?

The columns '**What is your current occupation**', '**Lead Origin**' and '**Lead Source**' are the top 3 categorical/dummy variables in the model that should be prioritized for increasing the probability of lead conversion.

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.

Firstly, find out the customers with highest '**Total Time Spent on Website**’, '**What is your current occupation**' value must ‘Unemployed’ or ‘Working Professional’ and '**Lead Origin’** value must be ‘Lead Add Form’ or ‘Landing Page Submission’. Then call customers, they will become the potential leads.

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.

Firstly, find out the customers with highest '**Total Time Spent on Website**’, '**What is your current occupation**' value must ‘Unemployed’ or ‘Working Professional’ and '**Lead Origin’** value must be ‘Lead Add Form’ or ‘Landing Page Submission’. Then filter out the customers with highest ‘**TotalVisits**’ and highest ‘**Page Views Per Visit**’. Then call customers, they will become the potential leads.