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

Ans 1: The top three variables in my model, that contribute towards lead conversion are:

1. Total Time Spent on Website
2. Last Activity
3. Total Visit
4. **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?**

Ans2: The top three variables in my model, that should be focused are:

1. Last Activity\_SMS Sent i.e. if last activity SMS sent increases then convergence rate increases effects positively.
2. Last Activity\_Olark Chat Conversation if last activity Olark Chat Conversation sent increases then convergence rate decreases i.e. it affects negatively.
3. Lead Source\_Olark Chat if last activity source Chat Conversation sent increases then convergence rate decreases i.e. it affects negatively.

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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 3: A good strategy will be:

* To focus on wider set of lead audience so that even if we have a lower convergence rate then to we can get at least some audience.
* This can be done mainly by increasing the total visits on the platform and trying so that people can easily fill their email and contact no so that we can get larger lead.
* Doing so, we will be better utilizing resources and improving chance of converting a lead whose lead conversion probability might be low as well and thus focus more on all leads not only on hot 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.**

Ans 4: A good strategy to avoid calling will be as follows:

1.Increase user engagement on their website since this helps in higher conversion i.e. try to improve total visits.

2. Increase on sending SMS notifications since this helps in higher conversion by sending them messages.

3. Get Total visits increased by advertising etc. since this helps in higher conversion thus will help user to interact.

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