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

➔ Following are the top three variables in the model that contribute most towards the probability of a lead getting converted:

   a. Total time spent on website
   b. Total number of visits
   c. Lead Source with elements:
      i. Google
      ii. Direct traffic
      iii. Organic search

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?

➔ Following 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. Lead Source with element Google
   b. Lead Source with element Organic search
   c. Lead Source with element Direct traffic

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.

➔ Given are good strategies to be followed:

   a. Contacting the customers/clients that spent a lot of their time surfing the website.
   b. By ameliorating the UI of the website so that clients revisit and website have more traffic over time.
   c. Connecting with people who have most recent communication either via Olark chat or SMS.

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.

➔ In this scenario, they should focus more on alternate tactics like automated emails and SMS. This way, they won't need to call unless it's an emergency. The aforementioned strategy can be used, but only with customers/clients that have a very high chance of buying the course.