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

**Answer:** The top 3 variables which contributed towards the probability of getting converted are,

* + Total Visits,
  + Total Time spent on website,
  + Page Views per visit

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?  
     
   **Answer:** The top 3 categorical/dummy variables in the model to be focused are,
   * Total Time Spent on Website
   * Lead Origin\_Landing Page Submission
   * Lead Source\_Reference
2. 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.

**Answer:** To identify the potential leads, concentrate on the subscribers who has spent more hours with more page visits. Based on the Analysis of the already converted data, the referrals from Google, NC\_EDM and direct traffic gives us more leads(all the specializations) and unemployed users(fresher) spend more time on the website followed by working professional belong to business administration. The non-converted data still shows that unemployed users(fresher) spend more time online. Hence it is better to focus on the business administration users followed by banking. The non-converted users are mostly unemployed compared with other occupation categories.

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.

**Answer:** As our recall score is already around 77%, the unwanted phone calls will be gradually reduced. Concentrate on working professional with high probability(0.8-0.95) for conversion to avoid unwanted phone calls.