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

➔ Lead Source_Reference:
  ◆ This Parameter Contributes positively towards conversion of Lead and thus if the source of lead is reference then there is an high probability of conversion of lead.
➔ Total Time Spent on Website
  ◆ This Parameter Contributes positively towards conversion of Lead, so if the lead spends more time on website there is an higher chance to convert the lead.
➔ Lead Quality_Not Sure
  ◆ This Parameter Contributes negatively towards conversion of Lead, so if an employee marks he is not sure of lead the chance of lead getting converted is very low.

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?

➔ Last Activity_SMS Sent
➔ Lead Source_Reference
➔ Lead Source_Welingak Website

All the above three dummy variable have higher conversion rate and thus the company should focus on them the most in order to increase the probability of lead conversion

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.

➔ Interns should focus more of Leads who visits the sites many times as there is an high chance to convert those leads The intern in this case need to be aggressive to convert them as this lead can come repeatedly on platform to compare the course with other competitor course.
➔ Leads that came via Reference should be given more attention as the probability of such leads getting converted is high as well.
➔ Unemployed Leads or student can also be approached as there is an high chance of converting those lead by motivating 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.

➔ Company should not focus on Lead for which an Employee has already marked not sure or Worst as Lead Quality as converting those lead in harder and this might take more effort to convert them
➔ Further Leads who are unemployed might not able to afford the course and thus they might not enroll for the course. Also student might not be willing to take up the course as they might be caught up with their studies.