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

   1.**Total Time Spent on Website**
   2.**TotalVisits**
   3.**Lead Source_Welingak Website**

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?

   1.**Lead Source_Welingak Website**
   2.**Lead Origin_Lead Add Form**
   3.**What is your current occupation_Working Professional**

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.

   Amongst the customers predicted as 1. We need to prioritize the customers who have a higher value in the below features, in this order.

   1. *Total Time Spent on Website*
   2. *TotalVisits*
   3. *Lead Source_Welingak Website*
   4. *Lead Origin_Lead Add Form*
   5. *What is your current occupation_Working Professional*
   6. *Lead Source_Olark Chat*

   These features have the highest co-efficients. This ensures we first reach the customers that are most probable to buy the product.

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.

   During a period where we want to avoid making unnecessary phone calls. A good strategy would be to reach the customers who have a Lead_Score > 80

   e.g

	Lead Number	Converted	Conversion_Probability	Final_Predicted	Lead_Score
4	611662	1	0.992965	1	99.30
15	619151	1	0.933947	1	93.39
16	643292	1	0.896673	1	89.67
27	588009	1	0.878480	1	87.85
29	619537	1	0.850751	1	85.08
34	626477	1	0.966204	1	96.62
39	658264	1	0.839077	1	83.91
43	579642	0	0.981229	1	98.12

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   These customers have the high probability of buying the product. The way we ensure we have a higher chance of converting leads with the least amount of resources.