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

The top three variables in our model which contribute most towards the probability of a lead getting converted are:

* **The total time spent on the Website is high**: Leads who have spent more time on the website have converted
* **What is your current occupation\_Working Professional**: Leads who are working professionals have high chances of getting converted. People who were looking for better prospects like Unemployed, students, Housewives and Business professionals were also good prospects to focus on.
* When the **Lead origin was Lead Add form Leads** who have responded/ or engaged through Lead Add Forms have had a higher chance of getting converted
* **Tags\_Will revert after reading the emai**l:Tags\_Will revert after reading the email also have converted.

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?

* Total Time Spent on Website
* Lead Origin\_Lead Add Form
* What is your current occupation\_Working Professional
* Last Notable Activity\_SMS Sent
* Last Activity\_Email Opened
* Tags\_Will revert after reading the email

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.

* Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
  + Target leads that repeatedly visit the site (Page Views Per Visit). However, they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So, the interns should be a bit more aggressive and should ensure competitive points where X-Education is better.
  + Target leads that have come through references as they have a higher probability of converting
  + Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education

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.

Better to give least priority on the below metrics:

* Last Activity\_Email Bounced
  + Do not Email and Do not call
  + Tags Interested in other courses
  + Tags Ringing
  + Specialization\_Travel and Tourism

And consider features for which lead score is between 90 to 100.