

1. Which are the top three variables in your model that contribute most towards the probability of a lead getting converted?
 - a. Maximum number of leads are generated by Google and Direct traffic.
 - b. Conversion Rate of reference leads and leads through welingak website is high.
2. What are the top 3 categorical/dummy variables in the model that should be focused the most on to increase the probability of lead conversion?
 - a. Lead Source_Reference
 - b. Lead Source_Social Media
 - c. Lead Source_Olark Chat
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.
 - a. Students can be approached, but they will have a lower probability of converting due to the course being industry-based.
 - b. Target leads that have come through References as they have a higher probability of converting
 - c. Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
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.
 - a. Do not focus on unemployed leads. They might not have a budget to spend on the course
 - b. Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure