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

* Lead Profile
* Page Views per Visit
* Specialization

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?

* People having occupation as working professional
* Lead profile as lateral student
* Lead source as reference

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.

* The interns should aggressively look upon the specializations which are having a good conversion rate , should plan accordingly to first call the hot leads and then the cold leads.
* Lead Profiles having a high impact on conversion rate should be looked upon.
* Lead sources from olark chat are a good option to be looked upon
* Working professionals are one of the most important leads because they will almost opt for the course
* Lead source reference are the once which have been referred by reference can be looked upon

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.

* At this time sales team can verify the data and can correct any errors in the data for future predictions.
* Sales can predict using the model to come to an outcome for new targeted leads and will be helpful for our next quarter of work
* At this time sales team can also look up to all the activities done by leads can also update the data new leads spending more time on the website can be directly called and convert them after free time , they will become our potential leads
* Potential leads are one sales team need to find in their free time and collect more data , and should not waste time in collecting the data such as last notable activity , scoring their profile
* If sales team is feeding up score for their profiles then they should not have more than 30% missing values because our model will not be efficient.