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

Ans. These are the main factors that influence the outcome.

* Total Time Spent on Website.
* Total Visits.
* Lead Source with elements Google

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?

Ans. The following are the top three dummy/categorical variables to boost probability:

* Lead Source with elements from Google
* Direct traffic elements in a lead source
* Lead Source with organic search components

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.

Ans. People should be called if: 

* They spend a lot of time on the website; this can be achieved by making the website engaging to entice users to return.
* They can be spotted frequently returning to the website
* Their most recent activity was either an Olark chat session or an SMS.   
  They are professionals in the workforce.

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.

Ans.   
 They should concentrate more on alternative strategies, such as automated emails and

SMS, in this situation. In this manner, unless there is an emergency, calling won't be necessary. The aforementioned tactic can be applied, but only to clients who have a strong likelihood of purchasing the course.