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

   Following are the top three variables in my model contribute most towards the probability of a lead getting converted.

   - Lead Origin_Landing Page Submission
   - TotalVisits
   - time_on_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?

   Following are the top 3 categorical variables in the model which should be focused the most on in order to increase the probability of lead conversion.

   - Lead Origin
   - Lead Source
   - What is your current occupation

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. The sales team should focus on leads that have came from refrences as they have high probability of buying the courses.

   b. The sales team should focus on working professionals and not on students and unemployed as the working professional are looking for better career opportunities and to full fill that they are opting for courses.

   c. The sales team should target the leads that have come from then landing page of the website.

   d. The sales team should focus on lead that are more active on the X Education's website, now they can take different parameter to collect these leads, these parameters could be more number of visits, total time spent on the website or they browse many pages every time they visit the website. As these leads has better chance of buying the courses.

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.

1. The sales team should keep Unemployed and Students in their secondary list

2. They should not focus on leads that have come from search websites like google and all, as they are just browsing as of now