**Q1.Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**

ANS1: The top variables that contributed towards the result

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

**Q2.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?**

ANS2: Lead Source\_google

Lead Source\_direct traffic

Lead Source\_organic search

**Q3.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.**

ANS3: A good strategy would be make calls to most potential people:

* If a person has frequent visits to the site.
* Last activity is through Olark chat.
* Number of time spent on website is high.

**Q4.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.**

ANS4: In order to reduce the rate of useless phone calls the company can make use of SMS and emails to potential customers.