1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   ANS: The top three variable based on final model which contribute most towards probability of lead getting converted are listed below:
   - Lead Source_Welingak Website
   - Lead Source_Reference
   - Current_occupation_Working Professional

   ```
   Out[116]: Lead Source_Welingak Website              5.388662
             Lead Source_Reference                     2.925326
             Current_occupation_Working Professional   2.669665
             Last Activity_SMS Sent                    2.051879
             Last Activity_Others                      1.253061
             Total Time Spent on Website               1.049789
             Last Activity_Email Opened                0.942099
             Lead Source_Olark Chat                    0.907184
             Last Activity_Olark Chat Conversation    -0.555605
             const                                    -1.023594
             Specialization_Hospitality Management    -1.094445
             Specialization_Others                    -1.203333
             Lead Origin_Landing Page Submission      -1.258954
             dtype: float64
   ```

   ----

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?**
   ANS: Top 3 categorical/dummy variables in the model are:
   - Lead Source_Welingak Website
     - Working on website design and ease of use of website should be concentrated more
   - Lead Source_Reference
     - Cash based incentives for refrences
   - Current_occupation_Working Professional
     - Coming up with programs for working professional and explaining them advantages associated with program

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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**
   ANS: Some of strategy which we suggest to X Education are:
   - Company should focus on leads which our model predicted as 1 and likely focus attention to them as they are potential paying customer.

- Model predicted **last_activity_SMS_sent and Activity_Email_opened** are potentials leads and likely to convert.
  - Tailor made SMS or Emails to potentials leads to lure them and increase chance of conversion
- **Total Spent on Website** indicates that consumer checking out website are likely to convert as it implies interest shown by consumer.
  - Enabling customized Ads or contact information on website will help company to lure consumer and increase chance of conversion
- **Lead Source Olak chat** indicates consumers are showing interest and gathering information using chat feature.
  - Getting customer details and reaching out to them may turn them to potential lead.
- As our model predicted leads from **Lead Source_Welingak Website, Lead Source_Reference, Current_occupation_Working Professional** are likely to be converted more, so should focus on these leads

```
Out[116]:  Lead Source_Welingak Website              5.388662
           Lead Source_Reference                     2.925326
           Current_occupation_Working Professional   2.669665
           Last Activity_SMS Sent                    2.051879
           Last Activity_Others                      1.253061
           Total Time Spent on Website               1.049789
           Last Activity_Email Opened                0.942099
           Lead Source_Olark Chat                    0.907184
           Last Activity_Olark Chat Conversation    -0.555605
           const                                    -1.023594
           Specialization_Hospitality Management    -1.094445
           Specialization_Others                    -1.203333
           Lead Origin_Landing Page Submission      -1.258954
           dtype: float64
```

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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.**
   ANS: To minimize the rate of useless phone calls we would suggest:
   - **Work on website and application** of company so customer can navigate and surf easily. Bad UI interface or badly designed website page are huge turn off for customer
   - **Chatbot** to solve minor query of customer on website or app page is added plus
   - **Customized SMS and emails** to customer based on their profiles/Bio
   - **Referrals and incentives**-based scheme can spread word of mouth about company.

- Also **Marketing** and making consumer aware plays huge part to garner attention of consumer
- Reaching out to existing consumer timely and getting their **feedbacks** should be prioritized