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

   The three most influential factors in our model that determine the likelihood of a lead being successfully converted are:
   1) the origin of the lead being from the " Lead Origin_Lead Add Form,"
   2) the source of the lead being from the "Source Welingak Website," and
   3) the lead's current occupation being "Working Professional."

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?

   The most significant factors in determining the likelihood of a lead converting, according to our model, are:
   1.The method of initial contact through SMS messaging
   2. The amount of time spent on the website prior to conversion
   3. The source of the lead, specifically through Olark chat

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.

   The recommended strategy is to target the following groups of leads:

   - *Existing customers who can be encouraged to refer their friends and family, possibly with incentives such as referral bonuses or discounts on courses.*
   - *Leads with high Lead Scores, as determined by the logistic regression model.*
   - *Leads that originated from the "Add Form" or the "Welingak Website"*
   - *Working professionals*
   - *Leads whose last notable activity was an SMS being sent*
   - *Leads whose source is "Olark Chat" and offer them special details and offers.*

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.

   Efforts should be made to improve the conversion rate by:
   a. Using feedback from the sales team to improve future promotions by determining which offers and discounts were effective and which were not

b. *Utilizing automated email and SMS campaigns targeted at individuals who have a high likelihood of converting, as determined by a lead score model created by data scientists*