

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - a. Lead Origin
 - b. what is your current occupation
 - c. Last Activity

-The total time spent on the Website.

-Lead Origin Lead Add Form -Lead Source Direct Traffic

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?
 - Total time spent on the website
 - Lead Origin Lead Add form
 - Lead Source Direct traffic
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.

➤ Phone calls must be done if:

- They spend a lot of time in the website and this can be done by making the website more interesting and thus bringing them back to the website.
- They are seen coming back to the website repeatedly.
- Their last activity is through SMS or Olark Chat conversation.
- They are either unemployed or working professionals