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

Answer :-
- Total Time Spent on Website:
    - Positive contribution.
    - Longer a visitor stays on website , higher the probability of the lead converting into a customer.
    - Sales team should focus on such type of customer.

- Lead Source_Reference:
    - Positive contribution.
    - If the source of the lead is Reference, then there is higher probability that lead would convert, reference from current customers and friends are likely to be more trusted. Sale teams should focus on these type of leads.

- What is your current occupation :
    - Negative contribution.
    - If lead is already enrolled, it is likely that they will not join up another course.
    - Sale team should not focus on such leads.

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?

Answer:-
- Top three categorical/ dummy variables in the model which should be focused the most on the order to increase the probability of leads conversion are:

    1. Lead Source_Reference
    2. Lead Source_Social media
    3. Lead Source_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.

Answer : -

- Target leads that spend lot of time on X-Educations site.
- Target leads that repeatedly visit the site. However they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that season. So the intern should be a bit more aggressive and should ensure competitive points where X-Education is better, are stringly highlighted.
- Target leads that have come through reference as they have a higher probability of converting.
- Students can approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education.

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.

Answer :-

- Do not focus on unemployment leads. They might not have a budget to spend on the course.
- Do not focus on students, since they are already studying and would not be willing to enroll into course specially designed for working professionals, so early in the tenure.