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

A. The following are the categorical variables in the model to be focused more on to increase the lead conversion probability:

- Lead Source_Welingak Website
- Total Time Spent on Website
- Occupation_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?**

A. The following are the categorical variables in the model to be focused more on to increase the lead conversion probability:
- Lead Source_Reference
- Lead Source_Welingak Website
- Lead Source_Olark Chat

It would appear that the Lead Source is crucial for finding leads with a greater probability of conversion.

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.**

**A.**

- Targeting potential customers who spend good amount of time on the X-Education website. (Total Time Spent on Website).
- Targeting potential customers who has their Lead_Source is 'Reference' and is from 'Olark Chat'.In other words, targeting potential customers who through recommendations will also help since they are more likely to convert
- The working professionals are more likely to convert. So targeting them will also help in increasing the conversion rate.

- Although students can be reached, their likelihood of converting will be reduced because the course is industry-based. The motivation to assure industrial preparedness by the time they finish their school, nevertheless, can come from this.

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.**

A.
- The lead Source seems to be a good feature to get a good conversion rate.So can have more advertisements on the relevant channels and websites.
- Post more success stories of the Alumni of the institution so everyone will get motivated
- Ignore leads from unemployed people. They might not have any money set up to pay for the course.
- Different options for the payment of the course can be provided such as no interest EMI etc.
- Referral benefits can also be added.
- Avoid focusing on students because they are already in school and wouldn't want to join up for a course that was specifically created for working professionals so early in the term.