

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

➤ The top three variables that contribute most towards the probability of a lead getting converted are as follows:

- Lead Source\_Welingak Website
- Lead Source\_Reference
- Current\_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?**

- Total Time Spent on Website
- Lead Origin\_Landing Page Submission
- Lead Source\_Facebook

**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.**

- - Making a model by considering various points that are required for model likewise time spent on site, total visits, leads reference, etc.
- Providing interns a ready model
- Start making calls repetitively, try to get more familiar with them, discussing their problem, background, looking their financial condition

**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.**

- - Incentives/discounts for providing reference that convert to lead, encourage providing more references.
- Working professionals to be aggressively targeted as they have high conversion rate and will have better financial situation to pay higher fees too.