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

Ans: The top three variables which contribute most towards the probability of a lead getting converted are
   a. Total Time Spent on Website
   b. Lead Origin Lead Add Form
   c. Last Activity Had a Phone Conversation

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?

Ans: The top three categorical/dummy variables which should be focused the most on in order to increase the probability of lead conversion are
   a. Lead Origin Lead Add Form
   b. Last Activity Had a Phone Conversation
   c. Last Notable Activity Unreachable

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.

Ans: Identify those customers who spend most of the time on the websites search for the information. Also, concentrate on those activity that the customer performed at the last. It is very important to understand that the customer visit to the page and information collated from thar source.
It is also evident to counsel the customer/student regarding the activity or information sourced by them. Most of the customer were specifically looking for particular services and wants to grab the opportunity at a best possible manner. So, interns should understand expectation level of the customer and tap the opportunity.

The interns also do the follow up calls aggressively. Most of the last activity with those customers had phone conversation may be the potential buyers who is ready to give business.

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.

Ans: They can understand or learn that customers reaching the websites and the form of information collected by the customer from those websites. It may be useful if they understand that the customers are performing the last activity every time visit the particular website. It seems to be good if the interns understand the behavior of the prospective customers during their search. Because most of the conversion happened with those customers who has visited the website very frequently. Such behavior may send very important information that they interested in a particular site and wants to be associated at best possible manner.