

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 1. Do Not Email
 2. Do Not Call
 3. Total Time Spent on Website
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?
 1. Tags_Will revert after reading the email
 2. Lead Origin_Lead Add Form
 3. Lead Source_Welingak Website
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.

Mainly look for the below variable values before making calls:

1. Tags is – Will revert after reading the email, Ringing, Closed by Horizzon, Busy, Lost to EINS, switched off
 2. Lead Origin is - Lead Add Form
 3. Lead Source is - Welingak Website
 4. Last Notable Activity is -SMS Sent
 5. What is your current occupation is - Working Professional
 6. Do Not Email and Do Not Call is False(0)
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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.
 1. Lead Origin - To improve overall lead conversion rate, we need to focus more on improving lead conversion of API and Landing Page Submission origin and generate more leads from Lead Add Form.
 2. Lead Source - To improve overall lead conversion rate, focus should be on improving lead conversion of olark chat, organic search, direct traffic, and google leads and generate more leads from reference and welingak website.
 3. Total Time Spent on Website - should be made more engaging to make leads spend more time.
 4. Specialization - Focus should be more on the Specialization with high conversion rate.

5. What is your current occupation - Working Professionals going for the course have high chances of joining it.