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

Answer - The top three variables in our model which contributes the most towards the probability of a lead getting converted are:-

**A)** Total Visits

**B)** Total Time Spent on Website

**C)** Lead Source

1. **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- The top three categorical/Dummy variable in our model which should be focused on the most in order to increase the probability of lead conversion are: **A)** Lead Source\_Google

**B)** Lead Source\_Olark Chat

**C)** Lead Origin\_Landing Page Submission

1. **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** – We would suggest the 10 interns, allotted to sales team, to make aggressive phone calls to potential leads who are –

**A)** Spending a lot of time on the company website exploring different pages.

**B)** Keeps revisiting the website again and again.

**C)** Very active on SMS and Olark Chat recently.

**D)** Either working professionals or unemployed.

**E)** Lives in Maharashtra.

1. **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** – When the company reaches the target for a quarter before the deadline, they should be working on generating new leads rather than making phone calls. The most efficient way to generate new leads should be:-

**A)** Analyzing and optimizing the website content to *improve the website engagement* even more, as we have seen in our EDA that, most of the converted leads have spent a lot of time on website researching before enrolling for online courses.

**B)** We can keep a track of customers who have been visiting our websites regularly and lead them to ‘*Form Submission*’ page, where they can leave their contact info in case, they are interested.

**C)** We can also, promote X Education company on *social media platforms* using ad campaigns targeting audience who are working professionals and who reside in the state of Maharashtra.

However, it is a good practice to be in *constant touch with the existing leads* even though we don’t call them rigorously.

**A)** We can *use push notifications* to give them an update whenever there is a new program launching on website.

**B)** We can *send automated weekly/monthly newsletters* on their email ids.

**C)** We can use some *SMS Bomber tool to send Text messages* on their contact number with some news/offers.

**D)** We can also, *take the help of cookies* to track the existing leads on different online platforms.