

ANS 1:

- Total Time Spent on the Website:
- Positive contribution
- Higher the time spent on the website, higher the probability of the lead converting into a customer
- Sales team should focus on such leads
- Lead Source Reference:
- Positive contribution.
- If the source of the lead is a Reference, then there is a higher probability that the lead would convert, as the referrals not only provide for cashbacks but also assurances from current users and friends who will mostly be trusted - Sales team should focus on such leads
- What is your current occupation student.
- Negative contribution
- If the lead is already a student, chances are they will not take up another course which is designed for working professionals.
- Sales team should not focus on such leads

ANS 2:

The top three categorical/dummy variable variables in the model which should be focused the most on in order to increase the probability of lead conversion are as follows :-

- Lead Source References
- Lead Source from Social Media
- Lead Source from Olark Chat
- It would seem that the Lead Source plays an important role in scouting for leads that have a higher chance of converting.

ANS 3:

- Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
- Target leads that repeatedly visit the site (Page Views Per Visit). However they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So the interns should be a bit more aggressive and should ensure competitive points where X-Education is better, are stringly highlighted.
- Target leads that have come through References as they have a higher probability of converting

- Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education.

ANS 4 :-

- Do not focus on unemployed leads. They might not have a budget to spend on the course
- Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure