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

   Solution – The top three variables which are contributing to the final model are"

   - Total Visits
   - Views Per Visit
   - 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?**

   Solution – The top three categorical/dummy variables which needs to be focused on are –

   - Lead Origin
   - Lead Source
   - Last Activity

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.**

   Solution – The below techniques can be used for aggressive calling –

   - Calls should be made to the potential customers who are visiting the website once.
   - Aggressive calls should be made to the people who visit the website more often as they are potential customers and are churn worthy.
   - People who are professionals should be focused upon as they are keen for up-skilling via these courses.

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.**

   Solution - In such a case the company should focus on the below –

   - Start cold emailing and messaging so that majority of the pool is targeted.
   - Utilization of social media can be done via doing collaboration posts with the successful students on their social media channels. YouTube, Instagram, LinkedIn can be used to create content so that people are aware of the courses.
   - The company should put a chunk of money in advertisement like hoardings, flyers, billboards across the city are planted for visibility.