

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

Ans: The top 3 variable contributing for lead conversion are

- **Total Time Spent on Website.**
 - **Lead Origin_Lead Add Form.**
 - **Tags_Already a student.**
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:

- **Lead Origin_Lead Add Form.**
 - **Tags_Already a Student.**
 - **Tags_Closed by Horizon.**
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:

- **We have observed from the model that the leads who are engaging in website have exhibited higher conversion. Hence creating website engaging activities to promote for immediate conversion is necessary.**
- **They can advertise/ publish their forms in internet or social media sites where there is large footfall of users, so that they will fill the details for them and check the courses they are interested in.**
- **Tags plays an important role on picking up potential leads.**

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:

- **Don't approach leads which doesn't seem active on the websites after a while.**
- **Spend most of time in advertising the platform so that there is huge footfall in your website.**
- **Most of the leads are looking for MBA courses, use emails of the leads to send a brief idea of the course so that they show interest in that.**