

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

→ The top three variables that contribute to the lead conversion are:

- Lead Source_Welingak Website
 - Lead Source_Reference
 - Last Notable Activity_Had a Phone Conversation
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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?

→ The top three categorical/dummy variables in the model to increase the probability of lead Conversion are:

- Lead Source_Welingak Website
 - Lead Source_Reference
 - Last Notable Activity_Had a Phone Conversation
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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.

→ Good strategy will be:

- Focus on larger set of lead audience
 - We can generate new set of leads by moving down the value of cut off so as to include more leads
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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.

→ Good strategy will be:

- Focus on narrow set of lead audience
 - 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.
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