

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

Ans: The top three variables in the model which contribute most towards the probability of a lead getting converted are:

- **Total Time Spent on Website:**
 - This column is positively related to target variable.
 - The more the lead spent time on website higher the chances of conversion.
 - Focus should be more towards such leads
- **Lead Source_Welingak Website:**
 - Lead approached from welingak website are having 100% of conversion rate so company can promote their course details more in such sites.
- **Tags_Will revert after reading the email:**
 - Potential leads who mentioned they will revert after reading email are the one who highly converted.
 - Because of busy schedule people don't get time to check so we should connect to them.
 - Sales team should contact such leads and turn them into customer.

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: 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 are:

- **Lead Origin_Landing Page Submission**
- **Last Activity_Email Bounced**
- **Last Activity_Olark Chat Conversation**

These are the sections company should work on as improvement in this area can lead to high conversion

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: As an Analytics of X Education company, I would recommend few points to be follow:

- Target leads that spend more time on X-Education site and visited website multiple times as they compare the course from other sites so connect them as soon as possible and convince them.
 - Target leads with working professions as they are more interested in knowing course details when compare to students and also, they are having more conversion than non-conversion.
 - Leads coming from reference are having high conversion rate better to target such leads.
 - Leads who will revert back should be contact on prior as they are having majority of conversion.
 - Leads who are not picking calls should not be focused as they anyway not interested in course. This can save our time so we can focus on leads who actually want to convert.
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:

- It is better to not focus on leads who are students as they are already studying so they might not opt for any other course.
- Do not focus on people who are interested in other course which is not provided by our company. In this way we can save our productive time.