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

**Answer:** The top three variables which contributed most towards the probability of a lead getting converted are given below:

* Total Time Spent on Website
* Lead Source i.e. Reference
* What is your current occupation i.e. Student

1. 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?

**Answer:** The top 3 categorical/dummy variables in the model which should be focused the most in order to increase the probability of lead conversion are listed below:

* Lead Source\_Reference
* Lead Source\_Social Media
* Lead Source\_Olark Chat

1. 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.

**Answer:**

* They should target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
* They have to go for those leads that repeatedly visit the site (Page Views Per Visit).
* Target those 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

1. 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.

**Answer:**

* They should 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