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

Ans: Time spent on website, Employment status, Lead origin.

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?

Ans:

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.

Ans:

* Target visitors to the Education website who spend a lot of time there (Total Time Spent on Website)
* Identify leads who frequent the site frequently (Page Views Per Visit). However, given the frequency of visits, it's possible that they're doing so to compare courses from other websites. Therefore, the interns need to be a little more assertive and make sure that competitive areas where X-Education is superior are clearly highlighted.
* Focus on generating leads from references as they are more likely to convert.
* Students can be addressed, but because the course is industry-based, their likelihood of converting will be reduced. The motivation to ensure industrial preparedness by the time they finish their school, though, can come from this.

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 not to 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:

* Do 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