

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 variables are as follows

- Total Visits
- Total Time Spent on Website
- What is your current occupation_Unemployed

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 are as follows

- Lead Source_Olark Chat
- Lead Origin_Lead Add Form
- Last Activity_SMS Sent

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- The interns should target their calls who are

- People who are unemployed
- People who visit on website more frequently
- People who spends more time in websites

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- When the company plans to make phone calls as low as possible, The company should focus more on **Emailing** the customers or sending **SMS** to potential customers on regular basis in order to stay connected and to convert those people in future customers. The company can also make use of **Whatsapp** messaging app to send messages as people are more active on whatsapp and use it on daily basis which could possibly convert those leads to customers. Also Company should make sure above all activities are done only to potential customers who have higher chances of buying the courses.