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

   Ans :
   - TotalVisits
     (The higher visits can provide the positive conversion rate)
   - Total Time Spent on Website
     (The more time spend on website with more about the course have the positive conversion rate)
   - Lead Origin_Lead Add Form
     (Those are filling the form from the Lead origin have the success conversion rate)

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:
   - Lead Origin_Lead Add Form
   - Lead Source_Olark Chat
   - Lead Source_Welingak Website

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:

   - Target leads that spend a lot of time on X-Education Website
   - Target leads that repeatedly visit the site. However they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So the interns should be a bit more aggressive and should ensure competitive points where X-Education is better, are strongly highlighted.
   - Target leads that have come through References as they have a higher probability of converting

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 :

   - The sales team can conduct the social media campaign with post of course updates, webinars, Instructor bio, the successful learner feedback, to keep highlight their platform
   - Search engine optimization is one of the task that sales team perform to keep their website to be in the top when learns search with different key words
   - Question and feedback form to the learns already enrolled in between the course, will helpful to get the mindset of their choosing course and their expectation
   - The last one is speed up the platform run time