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

1. Total Website Visits.
2. Total time spent on the Website.
3. Current Occupation as Working Professionals.

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?

1. Last Activity Phone Conversation, SMS sent.
2. Last Origin.
3. Lead Source.

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.

1. The Sales team must target those leads that spend a lot of time on the X-Education site (Total Time Spent on Website).
2. Target those leads that also repeatedly visit the site (Page Views Per Visit). However, they might be repeatedly visiting to compare the courses with the other site's courses as well. So the interns should be a bit more aggressive and should ensure competitive points where X-Education is better, are strongly highlighted.
3. Target leads that have come through References have a higher probability of converting.
4. 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.

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.

1. Do not focus on unemployed and unprofessional leads. They might not have a budget and time to spend on the course.
2. Do not focus on students, since they are already in a specific field of study and would not be too much interested to enroll in a course that is specially designed for working professionals.