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

**Ans**: 1. Lead Source\_Reference 2. Lead Origin\_Lead Add Form 3. Total Time Spent on Website.

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**: 1. Lead Source\_Reference 2. Lead Source\_Olark Chat 3. Total Time Spent on Website

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**: 1. Users have spent a lot of time on the platform. That means they are interested in the course but require proper guidance.

**2**. Users have repeatedly visited a site. However, they might visit the site repeatedly because they are comparing the course price on other websites.

**3**. Ask for references who are already enrolled in this course.

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.

**Ans**: 1. Do not focus on the unemployed and housewives because they might not have a budget enroll to in the course.

**2**. Do not focus on students, because they are already studying. they might not be interested to enroll in any courses.