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

*Top 3 variables are:*

*1) Total Time Spent on Website*

*2) Total Visits*

*3) Lead Origin Lead Add Form*

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?

*Top 3 categorical/dummy variables are:*

*1) Last Activity Had a Phone Conversation*

*2) What is your current occupation Student*

*3) Last Notable Activity Unreachable*

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.

*Where ever the predicted value is 1 which means that customer will potentially join the program hence the intern should focus on:*

1. *Look for the candidate who are visiting sites more often, and how many pages they visit which show their interest*
2. *Check with candidate who spend more time on the website*
3. *For communication do not send email and try to call the candidates*
4. *Do not focus on someone who is unemployed*
5. 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.

Useless phone calls should be avoided at the latter part of the sales, initially call is required to gauge the need and requirements of the potential candidates