

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

**Sol.** These are the top variables that contribute to the result

- Total Visits
- Total Time Spent on Website
- Occupation.

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?

**Sol.** A. Lead Source\_Reference  
B. Lead Source\_Social Media  
C. Lead Source\_Olark Chat

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.

**Sol.** A. Focus on leads that spend a significant amount of time on the X-Education website.  
B. Target leads who frequently visit the site. Keep in mind that repeated visits could be due to comparisons with other sites. Therefore, interns should take a proactive approach and emphasize the competitive advantages of X-Education.  
C. Prioritize leads that come through referrals, as they have a higher likelihood of converting.  
D. Specifically target working professionals, as they have a much higher probability of conversion compared to students.

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.

**Sol.** A. Avoid targeting unemployed leads, as they may not have the budget to invest in the course.  
B. Do not focus on students, since they are currently studying and are unlikely to enroll in a course specifically designed for working professionals at this early stage in their academic journey.