

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

- Total time spent on website
- Lead source reference
- Last activity SMS send

**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?**

- Lead source Google
- Lead source other social media sites
- Lead source Reference

**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.**

- Contact the customers through emails about course details
- Send SMS
- make a phone call to the customers if,
  - They are making more searches about the course
  - They are spending a lot of time in the website
  - Their last activity is through SMS

**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.**

Employees can contact the customers through emails and SMS. This will reduce the phone calls. But the customers that have a very high chance of buying the course ,make sure to have a phone call with them.