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

According to my analysis top variables that contribute towards the result are as follows

• Total Time Spent on Website

• Total Visits

• Lead Source with elements Google

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?

The dummy variable to focus the most are

* Lead Source with elements google
* Lead Source with elements direct traffic
* Last activity had a phone conversation

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.

Keeping in touch with the leads plays a very important role , Try to get more familiar with them, discussing their problem, background, looking their financial condition

Solve there doubts regarding and also solve there apprehensions they might have

Prove them that this platform/course will help them building their career

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.

Focus more on automated SMS and Email to be in touch with them which will intern help them reminding the potential leads about the course, Focus on future leads and referrals from existing candidates , focus on leads who have clicked on the link