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

**Solution: a)What is your current occupation Working Profession**

**b) Lead Origin Lead Add Form,**

**c) Lead Source\_Welingak 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?

**Solution : a)What is your current occupation Unemployed**

**b)What is your current occupation Student**

**c)What is your current occupation Other**

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.

**Solution:**

1. **Regular follow-up with the potential leads to make sure that we care about their needs t**
2. **Build trust in minds of potential leads by understanding their goal, needs and wants.**
3. **Make them aware about the services you provides and highlights the most important service.**
4. **Most importantly make sure that your service meets their needs and well align with their goals**
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.

Solution

**a)****From EDA it is evident that more leads are generated from landing page submission so making that page more engaging to customers . It helps users to get more information without forcing them to enter more details.**

**b)Lead capture form should be relatively short still providing them enough context.**

**Also in lead add form conversion rate is high but the lead generated is low .It is important to make sure that more leads are generated from lead add from .**

**Eg: By keeping the form simple and straight forward**

**Keep the most important four to five fields in the form**

**c)More campaigns on google and Olark chat can helps to get new leads.**