

- 1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
 - a. Total Visits: Has a positive contribution and Higher Total number of Visits to platform, higher the probability of the lead converting into a customer.
 - b. Total Time Spent on Website: Has higher the time spent on the website, higher the probability of the lead converting into a customer • Sales team should focus on such leads.
 - c. Page Views Per Visit: It is also an important feature which should be focused on.

- 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?**
 1. Lead Origin_Lead Add Form
 2. Lead Source_Olark Chat
 3. Last Activity_Had a Phone Conversation

- 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.**
 - a. Design a model showing the various driving factors of the model like Total visits, Time spent on site and Page views per visit etc.,
 - b. Providing the interns, a ready model so that they can go ahead and follow the below steps to get potential leads and convert them.
 - c. Start sending SMS and making calls repetitively, Try to get more familiar with them, discussing their problem, background, looking their financial condition
 - d. Prove them that this platform/course will help them building their career and finally convert them.

- 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.**
 - a. Reducing the focus on the unemployed and student's category should be done as they might not have the proper fund to spend on the course nor will the students be entirely available or willing to enroll on a course as they are already studying.
 - b. Instead of making number of phone calls to them to convert them the sales team can share only the details and reduce the time on phone calls and use it on other work.