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

Ans. Total Time Spent on Website :

- *Positive contribution*
- *Higher the time spent on the website, higher the probability of the lead converting into a customer*
- *Sales team should focus on such leads*

Lead Source_Reference :

- *Positive contribution*
- *If the lead came from a recommendation, the lead has a better chance of converting because referrals not only provide cashbacks but also assurances from current users and friends who can be trusted - the sales team should prioritise such leads.*

What is your current occupation_Student :

- *Negative contribution*
- *If the lead is already a student, chances are they will not take up another course which is designed for working professionals.*
- *Sales team should not focus on such leads*

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?

Ans.
- *Lead Source_Reference*
- *Lead Source_Social Media*
- *Lead Source_Olark Chat*

  ➢ *It appears that the Lead Source is essential in scouting for leads with a higher chance of converting.*

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.

Ans.
- *Target prospects who spend a significant amount of time on the X-Education website (Total Time Spent on Website)*
- *Target prospects who return to the site frequently (Page Views Per Visit). However, they may be returning to evaluate courses from other sites, as evidenced by the high number of visits. As a result, interns should be a little more aggressive, emphasising competitive areas where X-Education excels.*
- *Prioritize prospects obtained through referrals because they are more likely to convert.*
- *Students can be approached, but due to the course's business focus, they have a lower likelihood of converting. However, this can be a motivating element to ensure that they are industry ready by the time they finish their education.*

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.

Ans.
- *Avoid focusing on unemployed prospects. They may not have a budget to spend on the course*
- *Avoid focusing on students because they are already studying and would be unwilling to enrol in a course created specifically for working professionals so early in their tenure.*