

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

From the final model, the top three variables contributing most towards the probability of lead conversion are

Variable	Description
TotalVisits	The total number of visits made by the customer on the website.
Total Time Spent on Website	The total time spent by the customer on the website.
Page Views Per Visit	Average number of pages on the website viewed during the visits.

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?

From the final model, the top three categorical/dummy variables that should be focused on for lead conversion are

Lead Origin – Lead Add Form
Lead Origin – Olark Chat
Lead Source – Welingak Website

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) Use the established model to identify potential leads that could be converted
- b) Focus on Leads that
 - Have higher website page visits
 - Spend more time on the website
 - Look at more pages per visit
- c) Focus on the leads from Lead Add Form, Olark Chat and Welingak Website
- d) Also, target the segment who are Working professionals or Unemployed
- e) Use SMS and Phone calls to reach out to the customers and follow up consistently

- 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) Use alternate means of communication like SMS and E-mail
 - b) Target customers who are working professionals who have higher potential to purchase the course.
 - c) Target customers who showed recent interest to the webpage