

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

We can get an idea of the magnitude and direction of the effect of each covariate in general by examining the coefficients of the model and considering the change in the odds-ratio.

Top

- **Total time spent on Website**
- **Lead Origin\_Lead Add Form**
- **Lead Source\_Welingak Website**

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?

- **Lead Origin\_Lead Add Form**
- **Lead Source\_Olark Chat**
- **What is your current occupation\_Working Professional**

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.

- Target employees who are from Engineering Computer Science background from Tier 3 B-Tech Colleges and working in non technical domain.
- Target employees who are working in Sales Ops and Marketing ops or working as non-technical Business Analysts role
- Target employees who are spending time more than average time on X Education website.
- Target employees who are on career break.

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.

- Market more and more about the company. The best marketing strategy would be the students who had landed with high paying jobs.