

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

The top three variables that contribute towards the probability of a lead getting converted are:

- a. Total time spent on Website
- b. Total Visits
- c. Lead source with element Google

**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?**

The top three categorical/dummy variables to increase probability of a lead getting converted are:

- a. Lead source with elements Google
- b. Lead source with elements Direct Traffic
- c. Lead source with elements Organic Search

**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.**

Since X education now has extra manpower to deploy for making calls, they should focus on calling the people who:

- a. Had spent a lot of time on their website – for this make website interesting and user friendly.
- b. Are repeatedly coming back to website to check the courses offered by company – for most visited courses, they can offer free seminars or demo classes.
- c. Has their last conversations through SMS or Olark chat conversations – for this, company could send them testimonials, growth prospectives, etc.
- d. Are working professionals – offer them self-paced courses, show them growth opportunities in same or different domains.

- 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.**

During this period, instead of calls, company should use push-strategies like automated mails, and SMS to new and existing customers alike so that customers are regularly made aware of the courses offered by X education and traffic on the website does not drop. This way, the company can benefit and generate more hot leads for next quarter. Company could also research on new courses that are in demand and add to their portfolio, which can later be profitable to them.