

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

Below are the top 3 variables contributing towards the probability of a lead getting converted.

- TotalVisits
- Total Time Spent on Website
- 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?**

Below 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 Souce\_Olark Chat
- Lead Source\_Reference
- Specialization\_Banking, Investment And Insurance

**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.**

The conversion of students and unemployed candidates is very less hence working professionals with specialization like banking, investment and insurance and marketing management can be focused more for conversion.

Since the total visits and total time spent on website is more, the company can advertise more on the website and also introduce chat support for addressing doubts of the individuals. Referrals by existing students can be encouraged to increase the lead conversion as well since it is one of the potential features.

**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.**

Below are the strategies we would like to suggest:

- a. Sales team can call existing students to encourage referrals among their colleagues and friends during this time since many courses start from the next quarter and this will bring up more candidates
- b. The Sales team can call up companies and organizations during this period to collaborate for providing online courses for their employees