

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

- 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 source of the lead is a Reference, then there is a higher probability that the lead would convert, as the referrals not only provide for cashbacks but also assurances from current users and friends who will mostly be trusted
 - Sales team should focus on 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?

- Lead Source_Reference
- Lead Source_Social Media
- Lead Source_Olark Chat
- Lead Source plays an important role in scouting for leads that have 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.

- Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
- Target leads that repeatedly visit the site (Page Views Per Visit).
Most of the people might be repeatedly visiting to compare courses from the other sites. So this is the reason to increase the number of visits. In this case interns should be a bit more aggressive where X-Education is better
- Most of the leads are came through References because everyone knows the chances are very higher of converting rather than interviews
- We can approached the Students but still we have less chances of getting converted due to their ongoing courses. This can be a motivational factor in this case.

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.

- We need to ensure that we do not need to focus on unemployed leads. They might not have a budget to spend on the course so should ignore them.
- Also we don't need to focus on that students who are already studying, because they already enrolled themselves so some courses and would not be willing to enroll into a course which is designed for working professionals