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

Ans: (a) Total Time Spent on Website:
- Positive contribution
- Time spent on website is directly proportional to probability of the lead converting into a customer
- Sales team should focus on those leads

(b) What is your current occupation_Working Professional:
- Positive contribution
- If the lead is a working professional then the chance is high to enroll in another course which is designed for working professionals
- Sales team should focus on those leads

(c) Lead Origin_Lead Add Form:
- Positive contribution
- Sales team should focus on them.

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?

Ans: (1) Lead Source_Reference
(2) Lead Source_Olark_Chat
(3) Last Activity_SMS Sent

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.

Ans: (1) Target leads that come through reference as they have high probability to convert.
(2) Targets leads that spend a lot of time on X education site( Total Time Spent On Website)
(3) Target leads that repeatedly visit the site(Page Views Per Visit). They might be visiting to compare courses from other sites.So interns should be a little more active towards them and should ensure competitive points that how X education is better,are highlighted.
(4) Since students have low probability of converting due to course being industry Based.But this can be motivating factor which ensure industry readiness by the

time of completion of their education.

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.

Ans: (1) Should not focus on students as they are already studying and would not be willing to enroll into a course specially designed for working professionals,so early in tenure.

(2) Should not focus on umemployed leads as they might not have budget to spend on the course.