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

Ans: The top three variables in the model which contribute most towards the probability of a lead getting converted are

* Total Time Spent on Website
* Page Views Per Visit
* Lead Profile Potential Lead

1. 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: 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 are

* Last Activity Form Submitted on Website
* What matters most to you in choosing a course Better Career Prospects
* What is your current occupation\_Unemployed

1. 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: The sales team can give the job to some of the interns to call and explain to customers about the course and how it helps for their career growth and convert the leads to customers.

1. 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. The sales team should focus only on the limited customers who are potential leads with high lead score and ready to join the course.