

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

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.**

- Prioritize leads who invest significant time on the X-Education site (Total Time Spent on Website).
- Focus on leads with frequent site visits (Page Views Per Visit). However, be prepared for potential inquiries as they might be comparing courses from other sites.

Interns should proactively highlight competitive advantages of X-Education in such interactions.

- Direct attention to leads acquired through references, as they exhibit an elevated likelihood of conversion.
- While approaching students, acknowledge their lower probability of immediate conversion due to the industry-based course. However, use this as a motivational factor, emphasizing the importance of industry readiness upon completing 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.

- Do not focus on unemployed leads. They might not have a budget to spend on the course
- Do not focus on students since they are already studying and would not be willing to enroll in a course specially designed for working professionals so early in the tenure