

**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:
  - Seems like people who spend more time on website have higher probability of converting.
- Tag\_Closed by Horizzon:
  - This is a tag “Closed By Horizzon”, has highest coefficient in the model summary 6.23.
- Profile\_Student of SomeSchool:
  - Negative coefficient of -2.85, It’s possible that students from “SomeSchool” are not inclined towards joining this course.

**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?**

- last\_activity\_SMS Sent
  - High coefficient of 2.8 in model.
  - In EDA we have observed the conversion rate for this activity to be very high.
- Source\_Welingak Website
  - High coefficient of 3.94 in model.
- Tag\_Lost to EINS
  - High coefficient of 5.9748 in model.

**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). This is observed in EDA as well as the model shows that it’s a significant measure.
- Target leads that have come through References as well as the leads from source Welingak Website, they have higher probability of conversion.
- Working professional should be targeted since they show better conversion rate and tend to look for better career prospective.

- 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.**
- Avoid unemployed leads they have low conversion rate and might not have enough budget to spend on course.
  - Avoid unemployed leads they have low conversion rate and might not have enough budget to spend on course.
  - Avoid leads who are Interested in other courses.