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:
     1. Positive contribution
     2. Higher the time spent on website, higher the probability of the lead converting Into a customer
     3. Sales team should focus on such leads
   - Lead Source:
     1. Positive contribution
     2. If the origin of the lead is a Add Form, then there is a higher probability that the Lead would convert.
     3. Sales team should focus on such leads.
   - What is your current occupation.
     1) If the lead is already a student, chances are they will not take up another course Which is designed for working professionals
     2) Sales team should focus more on working professionals
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?**

   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 as follows:
   - Lead Origin_Add Form
   - Current Occupation_Working Professional
   - 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.**

   1) As there is no limit on the no of calls that can be done, we can decrease the cutoff for the lead score so that as many persons can be contacted i.e. almost all the potential leads can be converted. This will increase the sensitivity/Recall which we ultimately needed.

   2) In this case we don't care much about specificity because there are 10 interns and there is no limit on the number of calls.

   3) Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)

   4) Target leads that repeatedly visit the site (Page Views Per Visit). However they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So the interns should be a bit more agressive and should ensure competitive points where X-Education is better, are stringly highlighted

5) Target leads that have come through References as they have a higher probability of Converting.
6) Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating Factor to ensure industry readiness by the time they complete 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.**

1) As the targets have been achieved so we can increase the cutoff of the potential leads that needs to be contacted over call. In this way the leads which have a very high probability of getting converted is contacted over call.

2) In this case we don't care much about sensitivity it can be low. • But here we care about specificity and we want it to be as high as possible. To do this we can increase the cutoff of lead score and only contact most potential leads.

3) Do not focus on unemployed leads. They might not have a budget to spend on the Course.

4) Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure