

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 conversion
 - Sales team should focus more on such leads
- Total number of visits: Should aim for a high value
- Lead source:
 - 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

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 with elements Google
- Lead source with elements direct traffic
- Lead source with elements organic search

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)
- 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 aggressive and should ensure competitive points where X-Education is better.
- Target leads that have come through References as they have a higher probability of converting.
- 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.

- Phone call can be made to people who do the following:
 - Spend more time on the website and comes back repeatedly
 - Their last activity is via SMS or Olark Chat conversation
 - They are working professionals or unemployed

- 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.**

- The employees can communicate via automated bulk emails or SMS which will save their time. This strategy can help the employees focus on their work and can get a better conversion.
- 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 enrol into a course specially designed for working professionals, so little early in the tenure.