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

   Answer:

   The Top-three variables which contributed towards increasing the lead conversions
   Are as follows:
   - Lead Source and Lead Origin (more or less same preference)
   - Specialization
   - Total Time Spent on Website

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?**

   Answer:

   The Top-three categorical variables which contributed towards increasing the lead conversions are as follows:
   - Lead Source and Lead Origin (more or less same preference)
   - Specialization
   - Last Activity and Current Occupation (more or less same preference)

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.**

   Answer:
   - We can recommend based on the lead score generated , in the model the hot leads are given the score > 35 and those with less significant given the score <35%
   - Moreover , we can also target the Lead Source channels like 'Olark Chart' , 'Google'
   - We could infer that the management type of courses are having higher lead conversion rates
   - People with occupation as Working-Profession can be targeted and those with currently 'unemployed' also show greater conversion rates because they need to industry ready
   - People who visit the website often generally show higher conversion rates (it is also categorized under the lead score

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.**

   Answer:

   - Any customer whose lead score is less than 30% can be neglected as they are not categorized under hot leads andit is not worth in spending the resources on them.

   - Students generally show less conversion rates might be because of they are hesitant to bear the course fee , so itis good to avoid the students and concentrate with otherprofessional folks

   - The conversion rate is more in India it is good to focus andserve the people from India then we advisable to extend the service overseas, as we could infer that the leads conversion in other countries have underperformed.

   - We can reduce advertisement costs as we founded that itis not effective to publicize in the following medium:

     1. Newspaper Article

     2. Newspaper Advertisements

     3. Educational Forum rollouts

   - We analyzed that most of the customers do not like to becalled / contacted through mobiles / instead it could be effective if the communication happens through email.

   - The customers don't show any interest towards supply chain so we shall neglect the branding which is planned for advertising this course (Also a suggestion to revise orinvestigate the curriculum of this course as it received strict 'No' response from all the customers)