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

Answer: Top three variables which contribute most towards the probability of a lead being converted:

* 1. Total time on website
  2. Lead Origin - Lead Add form
  3. Lead source - Welingak website

1. 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: Top 3 categorical/ dummy variables which should be focused the most on in order to increase the probability of lead conversion are:

* 1. Lead Origin - Lead Add Form
  2. Lead source - Welingak Website
  3. Lead source - Olark Chat

1. 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 would suggest below strategy:

* 1. Leads who spend more time on the website should be contacted on top priority as they have higher conversion rates.
  2. Leads from sources like Welingak Website and Olark Chat have higher conversion rates so they should be contacted first.
  3. Students and unemployed leads should be taken as low priority as they have lower conversion rates.
  4. Leads should be followed once SMS have been sent out to them
  5. Also leads who provided fake email addresses should be the last to be contacted

1. 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: The best strategy would be only making calls to a lead if they spend some cutoff time on the website. This would allow us to avoid the useless calls to uninterested customers. Also the sales and marketing team should try to focus on Students and Unemployed segment by marketing the need for the course for better employment prospects, the same would help them achieve higher conversion in those segments in the coming quarters as well.