

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

**Ans:**

Following are top three variables which are contributing towards probability of a lead being converted to customer:

**Total Time Spent on Website:**

Leads who spends more time on the website have high chance of being converted.

**Lead Origin Lead Add Form:**

If lead origin is from lead add form, then lead is more likely to get converted.

**lead\_source\_Welingak Website:**

If Lead source is from Welingak website , then lead is more likely to get converted.

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?

**Ans:**

Lead source Welingak Website, last activity Converted to Lead, lead source-Olark chat. Lead source plays a vital role in getting leads converted to customers.

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.

**Ans:**

Leads which spend more time on website should be targeted. Further, leads which come through reference should be focused upon. Working professionals with higher conversion rate should be aimed at as this course is for industry professionals

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.

**Ans:**

Unemployed leads should be paid less attention to as they may not have the budget to spend on the course. Students may not be a great target audience as well since the course is designed for working professionals and it may be a little early for them to join.