

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

- Total Visits
- Total time spends on website
- Lead Source

**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 Origin\_Lead Add Form
- Lead Source\_Olark Chat
- Last Activity\_Had a Phone Conversation

**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.**

- Ask interns to check Total time spend by leads on site, total visits and references.
- Provide them a final model with list of variables affecting dependent variables.
- Tell them to Start sending SMS and making calls repetitively, try to get more familiar with them, discussing their problem, background, looking their financial condition etc.

**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.**

- Don't call those leads who have not that much budget to spend on the course
- Don't focus on students as they are already studying and will not willing to enroll the course.