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

Ans – The top three variables in our model which contributed most towards the probability of a lead getting converted are:
1. Total Time Spent on Website
- Positive contribution
- Higher the time spent on the website, higher the probability of the lead converting into a customer
- Sales team should focus on such leads
2. Lead Source_Reference
- 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
3. What is your current occupation_Student:
- Negative contribution
- If the lead is already a student, chances are they will not take up another course which is designed for working professionals.
- Sales team should not 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?

Ans – The top 3 categorical/dummy variables in the model conversion which should be focused on in order to increase the probability of lead conversion are:

1. Lead Source_Reference
2. Lead Source_Social Media
3. Lead Source_Olark Chat

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 - Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
1. 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 telling those

leads the X- education's x factor, the competitive edge and benefits they will be getting and industry readiness by the time they complete their education in a proper manner and success rate for the past batch and achievements.

2. Target leads that have come through References as they have a higher probability of converting as they have through word of mouth. Those leads should be targeted at utmost manner.

3. There should be some one-to-one counselling sessions and webinar sessions should be provided for the target leads so they can experience the program contents before joining the course, so they can be surer and can be converted easily.

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 – The strategies they should employ are:

1. Do not focus on the leads who are unemployed. As they will not able to pay up for the course.

2. Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, or those who want to change their specialization.

3. Do not focus on the leads who clearly mentioned that they are not interested in the course.