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

Total Time Spent on Website:

* Positive contribution
* The chance that a lead will be converted into a customer increases with time spent on the website.
* The sales staff ought to concentrate on these leads.

Lead Source\_Reference:

* Positive contribution
* There is a greater chance that a lead will convert if it came from a referral because recommendations not only give cashback but also assurances from loyal customers and friends.
* The sales staff ought to concentrate on these leads.

Occupation\_Student:

* Negative post
* If the lead is already enrolled, they are unlikely to enroll in another course meant for workers who are already employed.
* The sales staff should not concentrate on these leads.

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?
2. Lead Source\_Reference
3. Lead Source\_Social Media
4. Lead Source\_Olark Chat

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.

* Target leads to the X-Education site who spend a lot of time there. (Total Time Spent on Website)
* Identify and target website visitors. (Page Views Per Visit). However, given the frequency of visits, it's possible that they're using the website to evaluate courses from other websites. Interns should therefore be a little more assertive and make sure to emphasize the areas where X-Education is superior.
* Target leads who came from recommendations because they are more likely to convert.
* Students can also target students, but because the course is industry-related, they are less likely to finish. To ensure they are prepared for the business by the time they finish their education, though, this can also serve as motivation.

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.
   * Do not focus on unemployed leads. They may not have a budget to spend on the course
   * Don't concentrate on students because they are already in school and wouldn't be open to signing up for a course made especially for working adults this early in the year.