

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

The top three variables in the model are total visits, total amount of time spent on the website and 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?**

The top three categorical/dummy variables are:

1. Lead Origin_Lead Add form
2. Lead Source_Olark Chat
3. 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.**

Strategies they should be employing at this stage:

1. Building a model taking into account different aspects like number of sales employee connected, total number of site visits, number of emails required for conversion etc.
2. Starting to contact more and more by SMS and emails. Frequent contact between sales and marketing team.
3. Creating more promising relations with consumers for more and more referrals.

- 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.**

1. Not to focus on leads who are unemployed after contacting once as they might not have the money to pay for the course.
2. Not to focus on people with good amount of experience as they most likely won't have good time to enroll into the course.
3. Not to focus on students who are already enrolled in institutions for other courses.