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

**Ans** :

As per the our analysis the below are the top 3 lead

* + - 1. What is your current occupation
      2. Time spend on website
      3. Lead source

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?

**Ans**:

Social media, Reference

1. 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** :

The X education should make sure the details provided in the website should have all the required information to know more insights about the course. It should be more appropriate and reliable to understand. The process of getting though course should be easy and convenient

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.

Ans :

The customers who are not having any job should not be approached as they might have Financial issues