

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

The top variables which contribute most towards the probability of a lead getting converted are Total Time Spent on Website, Lead Origin_Lead Add Form, What is your current occupation_Unemployed, What is your current occupation_Working Professional. As few of the top variables are the same feature, the following variables can be considered as top 3:

1. *Lead Origin*
2. *What is your current occupation*
3. *Total Time Spent on Website*

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 following dummy variables in the model can be focused the most :

- *Lead Origin_Lead Add Form*
- *What is your current occupation_Unemployed*
- *What is your current occupation_Working Professional*

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.

To identify potential leads they should look out for the following characteristics -

Those who frequently visit the website and spend a lot of time on it

Those who open the emails sent, especially those who click on the links in the emails

Those who have had frequent conversations through Olark chat

Those who got to know about the company through online search(this means that they are already looking for similar courses)

Those who are working professionals

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.

During the times when the sales team meets the target, the company can make use of cheaper means of propaganda like automated messages and mails. They can even handle the converted and nearly converted leads through Olark chat. This helps the company to have visibility in the market.