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

* Specialization
* Management\_Specialization
* Banking, Investment and Insurance
* What is your current occupation
  + Unemployed
* What matters most to you in choosing a course
  + Better Career Prospects

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.

* What is your current occupation\_unemployed
* Lead Origin \_Landing Page Submission
* Specialization\_Management\_Specialization

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.

* Firstly, it is suggested to look for leads who spent a lot of time on X-education site or we can say that Total time spent on website.
* Secondly, Look for Leads that comes through references. They have a higher conversion rate because of credibility has been established by the Alumnus.
* Thirdly, target for those who wants to have “Better Career prospects”. Their numbers are pretty high as well as conversion rates too.
* Fourthly, look for people who are under category of ‘Management\_Specialization’. They can be easily converted because they would be looking for learning skillset in order to get a new job.

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.

* It is not suggested to focus on unemployed people as they may not have money to enroll in the courses.
* Also, students should not be prioritized as they are still studying and they would not convert because they may not be able to focus on courses designed for working professionals as they are still studying.