

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 contributing most in our model are:

- a. **TotalVisits**
- b. **Total Time Spent on Website**
- c. **Lead Origin_Lead Add Form**

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 categoric variables to be focused on are:

- a. **Lead Origin_Lead Add Form**
- b. **Lead Source_Olark Chat**
- c. **Lead Source_Welingak Website**

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.

1. Considering the outcome of the most potential variables provided by the model they should focus on implementing what the model has suggested like Time spent on site, total visits, working professionals etc.

2. Start sending SMS and making calls repetitively,

3. Try to get more familiar with the leads via the phone calls, discussing their requirements, suggestive background, and providing them with the required financial information.

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.

Based on the model, it is suggested:

1. Not to focus on students and unemployed leads.
2. Avoid sending more updated via email to those who have their emails bounced.