

1. Answer

- **Total Time Spent on Website:**
 - Leads are more likely to convert into customers if they spend more time on the website
 - It is a good idea for the sales team to focus on such leads
- **Lead Source_Reference:**
 - It is more likely that a lead will convert from a Reference, since current users and friends are usually trusted, so the sales team should focus on these leads.
- **What is your current occupation:**
 - Negative contribution
 - An existing student is less likely to enroll in a working professional course.
 - It is not a good idea for the sales team to focus on such leads

2. Answer.

- **Lead Source_Reference**
- **Lead Source_Social Media**
- **Lead Source_Olark Chat**
 - This would suggest that the Lead Source plays a significant role in scouting for high-converting leads

3. Answer

- Target leads who spend a lot of time on X-Education site '**Total time on website**'
- **Page Views Per Visit** can be used to target leads who visit the site repeatedly. There is a possibility that they are repeatedly visiting other sites to compare courses, as the number of visits could be attributed to that reason. In this case, interns should be more aggressive and ensure that X-Education is clearly emphasized as being superior in competitive points.
- Target leads that have come through References as they have a higher probability of converting
- Having an industry-based course minimizes the chance that they will convert, but by completing their education, they will be ready for the workforce, which in turn motivates them.

4. Answer.

- Avoid focusing on unemployed leads. It might not be possible for them to spend money on the course
- It is not a good idea to target students, since they have already started classes and are unlikely to enroll in a course specifically designed for working professionals at this point in their careers