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

**Total Time Spent on Website:**
The more any user spends time on the website, the higher the chances of their interest in the brand. The marketing teams should focus more on improving websites and making them interactive to gain more leads.

**Occupation_Unemployed:**
The target leads are those who do not have a job currently and are looking to upskill. Usually, people take up courses or learning during phases of unemployment so we can focus on people who are currently unemployed over focusing on people who are already students.

**Lead Source_Reference:**
Probability of scoring a lead is higher when it is through a referral. The referees are usually previous consumers of the brand which indirectly help in improving a brand's customer loyalty, and they may also enjoy an incentive if they refer their friends or family members.

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?

- Lead Source_Social Media
- Lead Source_Olark Chat
- Lead Source_Reference

3. X Education has a period of 2 months every year during which they hire some interns. The sales team 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.

- Target leads who have been referred by a current or past customers as chances are they trust the product.
- Target leads who have already visited website or filled out lead submission forms, these are the people that are interested in getting to know more about courses. We can also

focus on people who have spent more time on the website and users who have repeatedly visited pages on our website
- We can focus on working professionals more, over students or unemployed people as the former have higher purchasing power and higher chances of converting as leads.

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.

- Avoid making phone calls to students as they are probably already studying
- Focus more on people who have submitted details on lead scoring page and people who have visited the website more than twice.
- While unemployment is a good motivator for people to take up learning and upskilling courses, these people may not always have the money to buy courses. We can rather make calls to those on a career break.