

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

The three variables that contribute the most are:

- A. Total Time Spent on Website: It is directly proportional. The higher the time spent on the website, the higher the chances of the lead turning into a customer.
- B. Lead Source_Reference: It is directly proportional. If the source of a lead is a Reference, then there is a higher probability that the lead would convert.
- C. What is your current occupation_Student: This is inversely proportional. If the lead is already a student, it is highly unlikely that they will enrol into another program.

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 3 categorical variables are:

- A. Lead Source_Reference
- B. Lead Source_Social Media
- C. Lead Source_Olark Chat

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.

- X Education should employ the following strategy:
- They should target leads that spend a lot of time on the website.
- They should target leads that repeatedly visit the site.
- Target referral 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.

- They should avoid leads who are unemployed as they might not have enough budget.
- They should avoid focussing on students.