

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

Answer.) Top three variables which are contributing most are as follows:

- 1.) Tags - Tags assigned to customers indicating the current status of the lead.
- 2.) Lead Source: The source of the lead. Includes Google, Organic Search, Olark Chat, etc.
- 3.) Total time spent on a website: The total time spent by the customer on the website.

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?**

Answer.) Top 3 categorical/dummy variables in the model which should be focused:

- 1.) Lead Source_Welingak Website
- 2.) Tags_Will revert after reading the email
- 3.) Tags_Closed by Horizon

It seems that tags play an important role in scouting for leads that have a higher chance of converting.

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.**

Answer.)

- 1.) Target leads who belong to management specialization as this category has high conversion rate.
- 2.) Target leads that spend a lot of time on X-education site i.e. total time spent is high.
- 3.) Target leads who are either unemployed or working professionals have a higher conversion rate.
- 4.) Their Last Activity is through SMS or Olark Chat Conversation.
- 5.) Focus on leads that come through reference.

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.**

Answer.)

- 1.) Avoid unemployed leads as they might not have the budget to enroll for the course.
- 2.) Avoid approaching students as they are already studying so they won't be interested but still they can be informed about the options they have for their future.

- 3.) Don't focus on leads who are interested in other courses or are from specialization travel and tourism.
- 4.) SMS or automated e-mails could be sent to the leads.