

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

-Below are the top three variables –

1. Total Time Spent on Website
2. Lead Origin Lead Add Form
3. What is your current occupation Working Professional

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?

-Below are the top three variables –

1. Lead Origin_Lead Add Form
2. What is your current occupation Working Professional
3. 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. Since they are willing to increase the conversion rate aggressively, they must target the ones who are spending more time on the website
2. Target leads that have come through references as they have a higher probability of converting
3. Unemployed prospects can be contacted but owing to course's industrial focus, they have a decreased likelihood of converting. However this might be a motivating element to guarantee that they are industry ready by the time they finish the course.

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.

1. They can focus on SMS and automated emails. This way unnecessary calling will be avoided and can get the hot leads if people revert back.

2. Targeting students' might not result in conversion at that moment, but they can use the same data in future once the students are done with their academics.
3. They can even make their marketing team work on posting about their courses on social media and their own website to get more attention of the audience.