

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

The Top three variables in the model which contribute most are:

- Total time spent on website
- Total visits and
- Lead Source with elements Google.

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 top three categorical/dummy variables in the model which should be focused the most are:

- Lead source elements with Google,
- Lead source elements with traffic and
- Lead Source elements with organic Search.

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.

To make Phone calls to as much of such people as possible who are visiting the website first time and who are frequently searching the same website. The working professional who are going through this website and through the messages (SMS).

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.

In this stage they can use the strategy that they will send automated messages as well as automated emails.