

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - A. The top three variables in the model which contributed most towards the probability of getting lead converted are: -
 - The total time spent on the websites
 - Total number of visits
 - Lead source (Google, Direct Traffic, Organic Research etc.)
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?
 - A. Categorical variables in model, which helped the most to increase probability of lead conversion are: -
 - Through Recommendations
 - Digital Advertisements
 - Mastering interview copy recipients (who decline the offer)
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.
 - A. In this case, the company can ask the customers who are a potential lead about their future career prospects regarding taking the course, what benefit they might get from it, and provide them with early bird discounts on the course if they sign up quickly, along with additional benefits.
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.
 - A. At this stage, if the company wants to bring in more business, the best way to do it will be with the help of referrals. In this case, existing customers or enrollers of the course can be given attractive discounts or referral discounts on their course, if they refer it to their friends or relatives, which can be done simply with the help of advertisements and not telephone calls.