

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

Solution: the top three variables in our model which contribute most towards the probability of a lead getting converted are as follows:

- Total time spent on websites
- Total Visits
- Lead source

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?

Solution: 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 are as follows:

- ❖ Total Time Spent on Website
- ❖ Lead Origin_Lead Add Form
- ❖ What is your current occupation_Working Professional

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.

Solution: following strategy should employ at this stage:

- Target leads spends a lot of time (total time spend) on websites by making website more attractive and fascinating, getting them back to the websites constantly.
 - Their last activity is through SMS or Olark chat conversation.
 - Target leads that have come through references as they have advanced probability of converting.
 - Students can be come adjacent to, but they will have a lower prospect of altering due to which the course being industry based however this can be done by inspiring factor to confirm industry rediness by the time they complete their education.
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.

Solution: the above condition tells that we need to attention on automated e mails and SMS in these way impractical phone calls is escaped unless there is an emergency. The above customers will have high chances of purchasing course.