

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

The top 3 variables which contribute most towards the probability of lead getting converted are :

- a. Lead Origin_Lead Add Form
- b. What is your current occupation_Working Professional
- c. Total Time Spent on 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?

The top three categorical dummy variables are :

- a. Lead Source
- b. Last Activity
- c. Lead Origin

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. Following up with leads who spend significantly more time
2. Following up with the leads who frequently visit the website
3. We can also target the leads who are referral

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. Target employed customer as they can pay for the course and they are also looking for courses that can give them a career transformation