1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   a. Lead time spent on Website
   b. Total visits
   c. Current Occupation

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. Lead Source – Reference
   b. Lead Source – Social Media
   c. Lead Source – Olark_chaat

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. Train the interns on the inquiry and question & answer model to understand the interests of leads
   b. Though the objective is to be aggressive on the lead conversion, but train interns on soft sell, rather than hard sell and be persistent. This is avoid scaring the prospects.
   c. Based on the inquiry and QnA, understand if lead/prospect can be converted right way, so some tailor made online courses could be launched or new courses can be launched
   d. Even number of visits on the website and time spent on website by a lead/prospect can help the intern for the next best conversations with the prospects.
   e. At times prospects might have some need on some online courses like some soft skills, which mightn't be obvious based on their digital footprint on the site or with inquires or queries, probing will help in educating the customers on the available courses and benefits from them.
   f. Target leads that have come through References as they have a higher probability of converting, so more focus is required there
   g. Though Students have lower probability of converting due to the course being industry based, but there can also be a motivating factor to ensure industry readiness 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.
   a. Use SMS and automated email as strategy to focus on customer instead of making useless phone calls.
   b. Do not focus on unemployed leads. They might not have a budget to spend on the course

c. Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure
d. Phone call can be chosen as a channel of communication only if there is high probability of conversion based on the response from SMS or automated emails