

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

Total Time Spent on Website:

- 1- Positive contribution
- 2- More time spent on a website increases the likelihood that a lead will become a customer.
- 3- Sales team should focus on such leads

Lead Source Reference:

- 1- Positive contribution
- 2- There is a greater chance that a lead will convert if it comes from a reference because referrals not only offer cashbacks but also assurances from current customers and friends who are more likely to be trusted. Sales teams should concentrate on leads from references.

What is your current occupation Student:

- 1- Negative contribution
- 2- If the lead is already enrolled, it is likely that they won't join up for another course meant for working professionals.
- 3- Sales team should not focus on such leads

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?

- 1- Lead Source Reference
- 2- Lead Source Social Media
- 3- Lead Source Olark Chat
- 4- It would appear that finding leads with a better likelihood of converting depends heavily on the lead source.

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. Target potential customers that are active on the X-Education website. (Spending Time on Website)
2. Identify leads who frequent the site frequently (Page Views per Visit). However, given the frequency of visits, it's possible that they're doing so to compare courses from other websites. In order to ensure that competitive points where X-Education is superior are prominently highlighted, the interns should be a little more assertive.
3. Focus on generating leads from references as they are more likely to convert.
4. Students can be addressed, but because the course is industry-based, their likelihood of converting will be reduced. The motivation to ensure industrial preparedness by the time they finish their school, though, can come from this.

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. Avoid concentrating on jobless leads. They may not have any money set up for the course.
2. Don't concentrate on students because they are already in school and wouldn't sign up for a course that was specifically created for working professionals at this early stage of the term.