

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - The three variables which contribute most towards the lead conversion are Total Time Spent on Website, Lead Source and also such students who are already part of X-Education, can be excluded from calls/sales – what is your occupation-student.
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?
 - To increase the probability of lead conversion, focus should be on lead sources which has higher chance of converting like Lead Source_social media, Lead Source_pay per click ads. Mostly Lead source plays an important role in lead conversion
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.

- Target leads that spend good amount of time on X-Education site (Total Time Spent on Website)
- Target leads that repeatedly visit the site (Page Views Per Visit). This means that there's a chance where lead can get converted as they are visiting page repeatedly. In this case, interns should rigorously follow up on such leads.
- Leads that have come through References can have good potential in conversion
- Students shouldn't be approached much as course being industry based.

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.
 - May be they can focus on leads which are visiting website again and again
 - They shouldn't approach unemployed people as they might not be able to afford the course fee