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

**Answer:**

The top three variables are –

* Total Time Spent on Website
* Total Visits
* Lead Source

1. 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?

**Answer:**

The 3 variables are:

* Lead\_Source\_Google
* Lead\_Source\_Direct Traffic
* Lead\_Source\_Organic Search

1. 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.

**Answer:**

They can ask the inters to call the users who – spend the time on making website more attractive and user friendly which will attract more customers, They can use various Search Engine Optimization(SEO) techniques so that website is more easily searchable, Phone call the people who are working professionals.

1. 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.

**Answer:**

They can send offer emails and SMS to the people and also ask the current users to ask there friends/family members to enroll through referrals plans.