

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

- Lead source reference
- Current occupation Student
- 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?**

- Lead Source reference
- Lead source Social Media
- Lead Source olark chat

**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.**

- Prospects who return to the site on a regular basis should be targeted (Page Views Per Visit). They may, however, be returning frequently to compare courses from other sites, as evidenced by the high number of visits. As a result, the interns should be a little more aggressive, emphasizing competitive points where X-Education excels.
- Students can be addressed, but because the course is industry-based, they have a lower chance of converting. This, on the other hand, can serve as a motivator to guarantee that they are industry ready by the time they finish their education.
- Focus on leads that came through referrals because they are more likely to convert.

**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.**

- Avoid focusing on students because they are already studying and would be hesitant to enroll in a course geared toward working professionals.
- Don't target the unemployed because they won't have the money to enroll.