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:

   > Higher the time spent on the website, higher the probability of the lead converting into a customer

   Lead Source_Reference:

   If the source of the lead is a Reference, then there is a higher probability that the lead would convert.

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?

   Ans –

   - Lead Source_Reference
   - Lead Source_Social Media
   - Lead Source_Specilization

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.

Ans –
- Total Time Spent on Website
- Repeated visit of Leads – Page Views Per visit
- References - Target leads that have come through References as they have a higher probability of converting
- Employees doing course contribute a lot compared to students and the least reliable are Unemployed

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.
   - Ans – Unemployed are least to be approached

- The Category 'Do not call' are less likely to be interested

- Do not focus on students, since they are already studying and would not be willing to enrol into a course specially designed for working professionals, so early in the tenure