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

**time\_on\_website:**

Positive contribution

The higher the time spent on the website, the greater the probability of the lead converting into a customer. Therefore, the sales team should focus on such leads.

**lead\_source\_Reference**

Positive contribution

If the source of the lead is a Reference, there is a higher probability that the lead would convert. Referrals not only provide cashbacks but also assurances from current users and friends, which are mostly trusted. Hence, the sales team should focus on such leads.

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?

**lead\_source\_Reference**

**lead\_source\_Other Social Sites**

**lead\_source\_Olark Chat**

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.

Targeted leads had spend a substantial amount of time on the X-Education site (**time\_on\_website).**

Focus on leads that repeatedly visit the site (**page\_views\_per\_visit).**

However, keep in mind that some of these visits might be for course comparison purposes with other sites. Interns should be proactive and emphasize competitive advantages where X-Education outperforms other options.

Prioritize leads that come through References, as they have a higher probability of converting.

While students can be approached, it's important to acknowledge that they might have a lower probability of converting due to the industry-based nature of the course.

However, this can also serve as a motivating factor, as it ensures industry readiness upon completion of their education.

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.

There is no need to focus on **unemployed leads.** They may not have a budget to spend on the course