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

Ans. These are the top variables that contribute towards the result

* + - Total Time Spent on Website
    - Total Visits
    - Lead Source with elements Google

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?**

Ans. Top 3 Categorical/Dummy variables to increase probability are:

* + - Lead Source with elements google
    - Lead Source with elements direct traffic
    - Lead Source with elements 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.**  
   Ans.
   * + Making a model by considering various points that required for model likewise Time spent on

site, total visits, leads reference, etc.

* + - Providing interns a ready model
    - Start sending SMS and making calls repetitively, try to get more familiar with them, discussing

their problem, background, looking their financial condition

* + - Prove them that this platform/course will help them building their career and finally convert them

On top of it to maintain the interest of the incoming traffic company may share

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.**

Ans: In this condition they need to focus more on other methods like automated emails and SMS. This way calling won’t be required unless it is an emergency. The above strategy can be used but with the customers that have a very high chance of buying the course.

Even company can take new initiatives to retain the interest of the prospective candidates by creating feedback forms which will help company to gather the required data from the candidate without even getting into a physical call. Upon submitting the form X Education company may share brochure to the candidate mentioning the achievements of ex-subscribers and the pathway of the course just to keep engage the potential candidate.

Company may update the website with recent contains on the topic of top selling courses, thus incoming traffic would increase. These strategies would keep the candidates interested and company’s employees may focus on new tasks.