

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
  - TotalVisits (6.73), i.e. the number of visits made by customer on the website.
  - Total Time Spent on Website (4.78), i.e. total time spent by the User on the website.
  - LO\_\_Lead Add Form (3.87), i.e. origin of User becoming a lead through Add Lead form.
  
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?
  - LO\_\_Lead Add Form (3.87), i.e. origin of User becoming a lead through Add Lead form.
  - LS\_\_Welingak Website (2.79), i.e. Source of the User is from Welingak website
  - La\_\_Unreachable (2.17), i.e. User was unable to reach to.
  
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.
  - The Sales team needs to focus on Leads that show below-mentioned characteristics:
  - Firstly focusing on the variables:
    - i. Leads that have a high TotalVisits value, i.e. the Users who have visited the page very often.
    - ii. Leads that have a high TotalTimeSpentOnWebsite, i.e. the Users who have spent a lot amount of time on the Website.
    - iii. Of all the Leads, the Sales team should target the Leads that have come from 'Add Lead' form, i.e. for Users who have been considered as a Lead and had 'Add Lead' form filled for them.
    - iv. Also, people who have Welingak website as their Lead Source, should be targeted first.
  - Secondly grouping the team:
    - i. 3 interns can be allotted to work on the Leads that have spent more time on the Website and who have visited the website very often. These Users are the 'Hot leads' that have spent a notable time on our website, researched about the course and they need to be admitted to our course.
    - ii. 3 interns can focus on the Leads that have a comparatively lower amount of visits to the website but have been identified as a Lead by filling the 'Add Lead' form. These Users may have deliberately said yes to 'Add Lead' form and not spent much value. We need to filter out the genuine ones from the ignorant ones. Genuine one's are the Users who are trusting the brand and the technology offered and therefore haven't spent

much time on the website but have also said yes to fill the 'Add Lead' form.

- iii. 2 interns can focus on Leads that are from Welingak website primarily.
- iv. 2 interns can focus on the Leads that have not been identified as a Lead from 'Add Lead' form and lower time spent of the website and lower pages visited.

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.

- Since here we need to lessen the rate of useless phone calls, i.e. we need to target only the 'Hot leads' so that we have targeted only the genuine and needy User segment. 'Hot Leads' are the Users that have spent high time over the website and have visited the website many a times.