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

    a. Below are the top three variables that contribute most:

        1. Lead Origin
        2. What is your current occupation
        3. Last Activity

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?

        1. Lead Origin_Others – Lead Origin of type Others
        2. What is your current occupation_Working Professional – Leads that are working professional
        3. Last Activity_SMS Sent – Leads to whom SMS was sent

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.

    a. It is suggested to call leads whose origin were from either of the below

        1. Lead Add Form
        2. Lead Import
        3. Quick Add Form

    b. Amongst above, leads to whom SMS was sent and are Working Professional must be chosen.

    c. Interns may also consider leads whose source is from Olark Chat and have highest time spent on website.

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.

    a. Employees may focus on sending email as it is seen leads who are opening their emails and reading the offer are also contributing highly in conversion.
    b. Making UI/UX of the website will also help in the converting the leads as this improves the trust of users on the course and the company.
    c. Optimizing SEO also helps heavily in conversion rate. It is seen that leads that are coming from Google are also getting converted into customer at a higher rate as it is considered that these kinds of users they know what they are looking for and more often or not these users also know the company they want buy from.