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

   Answer:

   1. Total Visit: Positive contribution, as higher total number of Visits to platform, higher the probability of the lead converting into a customer

   2. Total Time Spent on Website(Positive contribution): Higher the time spent on the website, higher the probability of the lead converting into a customer and should a point of focus for the Sales team.

   3. Lead Source: It is the important feature which should be focus

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?**

   Answer:

   1. Lead Source_Welingak Website
   2. Lead Source_Reference
   3. Last Activity_Other_Activity

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.

Answer:
1. Building a Model by considering important variables like Time spent on site, Total Visits, Leads Reference, etc, which are good indicators for a lead generation and provide interns a ready model
2. Reach out to the Leads (Customers) through SMS and/or Phone calls, as applicable. Connect with the customers to become familiar with them and find out any problem, background, looking their financial condition
3. Purpose that this platform/course will help them building their career and be financially stable, Thus, finally convert the leads.
4. The company should make calls to the leads who are the "working professionals" as they are more likely to get converted.
3. The company should make calls to the leads who spent "more time on the websites" as these are more likely to get converted.

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.

Answer:
1. Unemployed Leads should be avoided since there is strong possibility that they might not have a budget to spend on the course.
2. Students should also not be the focus, since they might not enroll into a course specially designed for working professionals. Moreover, they would already be a part of academic curriculum.
4. The company should make calls to the leads who are the "working professionals" as they are more likely to get converted.
3. The company should make calls to the leads who spent "more time on the websites" as these are more likely to get converted.