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

*Ans : Lead Origin\_Lead Add Form (categorical).*

*Tags\_Will revert after reading the email (categorical).*

*Total time spent on website (numerical).*

* 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 : Excluding the one numerical variable(Total time spent on website) contributing to lead conversion in the top 3 we get the below categorical variables that needs most focus,*

*Lead Origin\_Lead Add Form.*

*Tags\_Will revert after reading the email.*

*Tags\_Ringing (highest negative coefficient).*

* 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 : Phone calls can be made to people when ,*

*- it's seen that people are spending more time on the website. So it is better if the website is made to look more presentable and interactive with the user.*

*- frequently visiting a page on the website which translates to interest being shown*

* 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 : - As seen it's better to send out SMSs and emails as the chances of reverting are more as seen in the conversion rate for these variables.*

*- Also targetting previous learners to refer the program to peers will help as the conversion rate for references in lead source is 92%. This can be done by providing offers or referral bonus to existing or passed out learners.*

*- Close to this is google searches , enhance results in this case.*