

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

**Solution:** When the data is visualized using Correlation Heat map following are the three variables which contribute towards the probability of lead getting converted.

- a) Total Time Spent on Website
- b) Total Visits
- c) Regular phone conversation with the Lead

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?

**Solution:** The below mentioned dummy variables are important Variables to increase the probability of lead conversion.

- a) Lead Origin
- b) Lead Source
- c) Last 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.

**Solution:** Calls must be made to individuals if:

- They spend a great deal of time on the website, which can be maintained by keeping it engaging and luring them back.
- They are seen returning to the website regularly.
- They decided have phone conversation
- They are working professional

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.

**Solution:** Under these circumstances, they should put more effort into other approaches like sending out messages to the customer who are given as lead by Olark chat & Welingak website also who have paid multiple visits to platform and spend considerable time on platform.