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

A. The top three variables in our model that contribute most towards the probability of a lead getting converted are:

1. Tags\_Closed by Horizzon  
2. Lead Source\_Welingak Website  
3. Last Activity\_SMS Sent

1. 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?
2. 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 are:

1. Lead Origin\_Lead Add Form  
2. What is your current occupation\_Working Professional  
3. Lead Source\_Direct Traffic

1. 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. The interns at X Education should divide themselves into groups. One group should start by making calls to the leads that come from "Welingak Websites" as they are quite likely to get converted. Another group must look into contacting working professionals because this target group is most likely looking to upscale or hone their skills and will be quite interested. The third group of interns can take help from superiors to track down those leads who have spent more time on the website. They must politely inquire if those leads are seriously looking through various courses or merely browsing. Lastly, interns should also make calls to the leads whose last activity was SMS Sent as they are likely to get converted too.

1. 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. When X Education has reached its target for the quarter before the deadline, the sales team should look only at contacting leads who are most likely to be converted for the subsequent months. At such a time, they should not be contacting leads who are either unemployed or are students. This is because these people might not have the budgets or necessary funds to take up a course and the call will go to waste. The company should carefully study their leads and not contact all those who responded “no” to receive more updates about the courses, or get a free copy of Mastering The Interview.