

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

Ans: Top three variables are:

- Total time spent on Website
- Last Activity_SMS Sent
- Tags (Which will revert back after reading the mail)

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?

Ans: Top 3 categorical variables are:

- Lead Origin- Landing page Submission
- Lead Source- Google
- Last Notable Activity- Modified

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.

Ans: The optimal cut-off for the model is around 0.35 and we concluded Phone calls must be done if:

- The customers are visiting the website more often/ is eager to know about the course by visiting the website several times and downloading the program sheet.
- Their last modified activity falls under the category 'Modified'.
- The customers who have opened the Email to have a look over the program.

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.

Ans: The optimal cut-off for the model is around 0.35 and we concluded that the customers for whom the probability of buying the course is high, the company can reach out to them through automated email or SMS.