1. 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”

“Lead Source\_Welingak Website”

“What is your current occupation\_Working Professional”

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?

**Ans: “**Lead Origin\_Lead Add Form”

“Lead Source\_Welingak Website”

“What is your current occupation\_Working Professional”

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.

**Ans:** To make the lead conversion more aggressive , The best approach is include more Lead numbers in the Hot leads Data set by decreasing the cut-off of Hot Leads conversion rate on Lead scores to less than 80% which is current cut-off for Hot Leads.

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.

**Ans:** To minimize the rate of useless phone calls the sales team can focus only on the Hot Leads which have high conversion rate .The conversion rate can be increased by increasing the cut-off score of 80% which is the current cut-off for Hot Leads