

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

Ans: Top 3 variables in my model are:

- Lead Origin
- Lead Source
- Total no. of visits.

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: The top 3 categorical/dummy variables are:

- Lead Origin
- Lead Source
- 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.

Ans: They should focus on hiring additional interns to ensure that each of the potential leads must be contacted at least twice.

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: Segment leads into categories such as "High Priority," "Medium Priority," and "Low Priority."

Advice sales team to focus on **High Priority Calls**