

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

ANS: the top three variables in our model which contribute most towards the probability of a lead getting converted are:

- 1) Lead_Origin
- 2) Last_Notable_Activity
- 3) Lead_Source

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 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. Last_Notable_Activity_SMS Sent
3. Last_Notable_Activity_Others

(Last_Notable_Activity_Others include the following:

'Email Bounced','Unsubscribed','Unreachable',
'Had a Phone Conversation',
'Email Marked Spam','Approached upfront','Resubscribed to emails',
'View in browser link Clicked','Form Submitted on Website',
'Email Received')

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

ANS: To maximize the conversion rate we can employ the following measures:

1. We should prioritize leads who had sent an SMS.
2. We should prioritize leads who had allowed us to send them an email.
3. We should prioritize leads who have to originate from Olark Chat.
4. We should prioritize leads who come from the lead add form.
5. We should prioritize leads whose last activity was not Olark Chat Conversation

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: To minimize the rate of useless phone calls we can employ the following measures:

1. Do not call people who had not allowed us to send emails to them.
2. Do not call people whose last activity is Olark chat conversation with us.
3. Do not call people whose last activity is a page visited on the website.