

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 are given below along with the importance in terms of percentages.

Total Time Spent on Website	100.000000
Lead Origin_Lead Add Form	69.313982
What is your current occupation_Working Professional	59.894445

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?

The top Three variables are given below.

- Total Time Spent on Website
 - Keep Website more engaging so that customer will have good lead conversion.
- Lead Origin_Lead Add Form
 1. Conversion rates of Landing Page Submission needs to be improved.
 2. Number of API leads needs to be increased.
- What is your current occupation_Working Professional
 - Engage Working Professionals more.

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.

Below steps needs to be followed for same.

- The company **should make calls** to the leads coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.
- The company **should make calls** to the leads who are the "working professionals" as they are more likely to get converted.

- The company **should make calls** to the leads who spent "more time on the websites" as these are more likely to get converted.
 - The company **should make calls** to the leads coming from the lead sources "Olark Chat" as these are more likely to get converted.
 - The company **should make calls** to the leads whose last activity was SMS Sent as they are more likely to get converted.
 - The company **should target** customers who is hot lead(The lead score is above 90).
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.

The below steps can be followed.

- Send automated SMS to customers who have high lead score
- Focus on building relationship with potential customers through communication channels like email, Social media.
- Gather feedback from existing customers to improve the quality of leads generated
- Make the strategy for proving discounts to potential customers