

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

- Lead Source welingak website
- Lead Source Reference
- What is your current occupation working Professional

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?

- Lead Origin_Lead Add Form
- Lead Source_Olark Chat
- Last Activity_Had a Phone Conversation

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.

1. Making a model by considering various points that required for model likewise lead source welingak website, lead source reference, what is your current occupation working professional etc.

2. Providing interns a ready model

3. Start sending SMS and making calls repetitively, Try to get more familiar with them, discussing their problem, background, looking their financial condition

4. Prove them that this platform/course will help them building their career and finally convert them

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.

- Do not focus on more unemployed leads.
- They might be have budget problem.
- They are already studying, they won't focus on leads.