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

**Ans** – Top three variable are

* Lead Origin - lead add form
* Total Time Spent on Website
* Last Activity - olark chat conversation

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** – Top 3 categorical/dummy variable in model are

* Country with value as ‘NAN’ or ‘not available’
* Lead Origin with value as ‘lead add form’
* 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** – The phone call should be targeted to

* + - 1. People spending lot of time on website
      2. They are working professional
      3. Has last chat conversation
      4. had lead origin with lead add form

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** – As seen above, people spending lot of time on website is one of the criteria, when phone calls are not made, email/sms or other medium can be used to bring customer back to website and target to make them the potential customers.