

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

Ans. [ ' TotalVisits ' , ' Total Time Spent on Website ' , 'Lead Source\_Welingak Website']

- 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. Lead Source\_Reference, Lead Origin\_Lead Add Form , Last Activity\_SMS Sent

- 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.

Strategy for Aggressive Conversion: Focus on leads with high values for features with positive coefficients (e.g., TotalVisits, Total Time Spent on Website). Lower the probability threshold to ensure more leads are contacted.

- 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.

Strategy for Minimizing Calls: Focus on leads with high certainty of conversion by raising the probability threshold. Prioritize leads with high values in positive features and avoid contacting those with high negative influence