

- 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 contributing most towards the probability of a lead getting converted are:

Lead Origin\_Lead Add Form

Last Activity\_SMS Sent

Lead Source\_Welingak Website

- 2. What are the top 3 categorical/dummy variables in the model that should be focused the most on in order to increase the probability of lead conversion?**

**Ans:-**

The top 3 categorical/dummy variables to focus on for increasing the probability of lead conversion are:

Lead Origin\_Lead Add Form

Last Activity\_SMS Sent

Lead Source\_Olark Chat

- 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:-**

X Education may improve lead conversion throughout the 2-month internship period by giving high-probability leads priority, tailoring communication, and implementing strong follow-up. It's essential to use personalized messages, rewards, and intern training. Improvement is aided by feedback loops, and intern success is monitored by performance measures. Interns adjust their approach for the best results after learning from more seasoned team members. Continuous data analysis assures the efficacy of the plan, enabling X Education to take advantage of the aggressive lead conversion opportunities presented by the intern phase and meet their conversion targets.

- 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:**

X Education should deliberately maximize resources during times of early quarterly objective attainment.

Prioritize leads with a high likelihood of conversion for individualized communication, reducing phone calls.

Automate the segmentation of leads based on engagement and interests. Use non-intrusive channels to implement nurturing efforts.

Analyze your data to find qualified leads who deserve your calls.

Encourage the sales team to plan for upcoming projects in the meantime.

This keeps things moving forward while reducing pointless calls and increasing team output.