

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

A1 – The top three variables in your model which contribute most towards the probability of a lead getting converted are as follows per the order –

- a) **Lead Origin_Lead Add Form**
- b) **Lead Source_Welingak Website**
- c) **Last Activity_Had a Phone Conversation**

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?

A2 – The top three categorical/dummy variables in your model which should be focused the most on in order to increase the probability of lead conversion –

- a) **Lead Origin_Lead Add Form**
- b) **Lead Source_Welingak Website**
- c) **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.

A3 - As per the data provided the customers who had “Last Activity” as “Had a Phone Conversation” were converted to a lead. Hence the if the company has manpower then they should use this for having phone conversation with customers which will increase the chances of lead conversion.

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.

A4 - Since Last Activity_Had a Phone Conversation is the 3rd most important feature, the company can also try to focus on advertising or redirects for having the leads use “Lead Add Form” to try to apply for this course.

Also , similarly the company can try to route the customers through “Welingak Website” by advertising or having redirects for the website embedded in emails or mentioning the website in phone calls.