

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

Answer: The top three variables which contributed towards results are:

- What is your current occupation
- Total Time Spent on Website
- Total Visits

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?

Answer: The top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability 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.

Answer: If a company doesn't want to lose a single hot lead and want almost all the potential leads, we can modify the model by changing the cut-off probability. We should further reduce the cut-off probability in order to not miss any possible lead from converting. Once we have the higher number of possible hot leads, Sales team should reach them out by phone call.

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.

Answer: If company wants to minimize the rate of useless phone calls, then Company should only reach out to available potential leads and avoid focusing on unemployed, and students.