

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

- As per the model, below are the 3 major variables to leads get converted.
  - 1) Leads Origin - Lead Add Form
  - 2) Lead Source - Reference
  - 3) 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?**

- As per model, below 3 major categorical variables to increase the probability of lead conversion
  - 1) Lead Source – Referral sites
  - 2) Specialization – Media and Advertising professionals
  - 3) Specialization – Banking, Investment and Insurance professionals

**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.**

- Do the calls first all the below leads. Because they have the high probability to get converted.
  - ➔ If they have filled the form and submitted the details
  - ➔ If they are of someone's reference
  - ➔ If they are the reference from Welingak website
  - ➔ If they are the working professionals and especially with Management profile
  - ➔ If they are spending more time on the websites

**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.**

- During this time sales team need to work on below points.
  - ➔ They need to focus on new Lead source generation
  - ➔ They need to analyze the data based on the behavior of the conversion in the quarter
  - ➔ To avoid unnecessary phone calls, only call to the numbers given by references.