

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - Lead Source
 - Lead Origin
 - What is your current occupation

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?
 - Lead Source_Welingak Website
 - Lead Origin_Lead Add Form
 - What is your current occupation_Working Professional

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 :- The good strategy to employ will be to make all the potential leads to be converted is to focus on below Continuous and Categories or dummy variables as these features are impacting more on potential lead to be converted.

Lead Source with element Welingak Website

Lead Origin with element Lead Add Form

What is your current occupation with element Working Professional

And not to give more importance on the below Categorical Variables. Because as it's Coefficient value shows negative values and also these variables have very lower chance to get converted

Last Activity_Form Submitted on Website

Specialization_UnKnown

Last Activity_Email Bounced

Lead Origin_Landing Page Submission

Last Activity_Converted to Lead

What is your current occupation_UnKnown

Do Not Email

Last Activity_Olark Chat Conversation

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.

If the company reaches its target before the deadline, it is good to keep in contact with the existing customers and hot leads. It will help to maintain customer satisfaction and potentially lead to up selling opportunities in the future. In addition, we can introduce

- chatbot in the website which give basic information's that helps the customers regarding doubts they have.
- Auto reply system which helps the customers to know their Emails have been received by the company. Which plays a part in customer satisfaction.