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

Ans:

- Lead Source_Welingak Website
- Lead Source_Reference
- What is your current occupation_Working Professional

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?

Ans:

- Lead Source
- What is your current occupation
- Lead Origin

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:

It's always good to have a plan for your sales visits that can serve as a quick reminder of the essentials. You can use this checklist as a review before and after each sales call to make sure you cover all the bases.

Collect the data from the **Source Welingak Website** and **Refrences**, because it has high percantage of converting the leads.

Find the current **occupation_Working Professional.**

Check the **Lead_Origin_Lead_Import,** these variables having high values can really help in converting the leads and get profits more.

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:

Company wants the sales team to focus on some new work as well, Company's aim is to not make phone calls unless its extremely necessary, I suggest the strategy that is First, have to collect the data from reliable resources. Company needs to be strong in Competitive world where we focus on Advertising, YouTube Advertising, Mailing the students about the Importance of Course and study, Giving the discounts / coupons on enrolling. Giving the

reference coupons. More Important Building Brand Value through making endorsement to Top Educational Competitive Sites. Building Brand Value.