

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

**Answer:** Below is the 3 categorical variables which played an important role towards probability of a lead getting converted.

- Source of the Lead – Facebook, Welingak Website, Olark Chat etc,
- Last Note – SMS Sent, Unsubscribed etc.
- Lead Profile – Student, Potential Lead etc.

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:**

- Lead Origin– improving lead conversion of API and Landing Page Submission origin and generate more leads from Lead Add Form.
- Lead Source – improving lead conversion of olark chat, organic search, direct traffic, and google leads and generate more leads from reference and welingak website.
- Total Time Spent on Website – Leads spending more time on the website are more likely to be converted.

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:** We can chose those unemployed people who have maximum lead score value assigned to it, according to the designed model.

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:** **Until unless** 'Total Time Spent on Website' reaches some alarming situation, we can avoid making phone calls to the employee.