

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

Solution: - Total Time Spent on Website

Lead Origin\_Lead Add Form

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?

Solution: - Lead Origin\_Lead Add Form

What is your current occupation\_Working Professional

Lead Source\_Welingak Website

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.

Solution: - They should call at around evening, when most of the people coming to their homes after completing daily chores as most leads are confirmed from the Working professionals only. They should be targeted by the interns.

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.

Solution: - In the free time of the employees, they need to be motivated by their team leaders to increase the focus and efficiency during this time.

They can work on the Digital marketing using SEM (Search Engine Marketing) which will increase the rate "Total visits" of the customers & also able to explore the better ways of SEO (Search Engine Optimization) techniques.