

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

A. The top three variables that contribute most towards the lead getting converted are:

- What is your current occupation_Housewife
- Lead Source_Welingak Website
- Lead Source_Reference

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

A. The top 3 categorical/dummy variables to increase probability are:

- What is your current occupation_Housewife
- Lead Source_Welingak Website
- Lead Source_Reference

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

A. One of the good strategies for leads who have been identified as 1 by the model is to do follow-ups, which means getting back in touch with the leads after their initial call. This can be achieved by making phone calls or sending emails to make the leads interested in choosing X Education. For example, reducing the money for some courses when registered within a period.

4. Similarly, the company sometimes reaches its target a quarter before the deadline. During this time, the company wants the sales team to also focus on some new work. So during this time, the company aims 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.

A. It is of utmost importance that it concentrates more on hot leads that have the highest lead conversion rate. Prioritizing can be done based on the lead score. Leads that have more than 80% of the lead score can be targeted. In this condition, they need to focus more on other methods like automated emails and SMS. This way calls won't be required unless it is an emergency.