

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

Ans. The top three variables which contribute most towards the probability of a lead getting converted are –

1. Total Time Spent on Website
2. Lead Origin\_Lead Add Form
3. Tags\_Will revert after reading the email

It is calculated based on the coefficients of the variables in the model

**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. Based on the coefficient value the top 3 categorical/dummy variables in the model which should be the most on in order to increase the probability of lead conversion are –

1. Lead Origin\_Lead Add Form
2. Tags\_Will revert after reading the email
3. What is your current occupation\_Student

**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 top features should be considered for employing a strategy to make lead conversion more aggressive

The company can decide a threshold time and if a lead spends more time than that then that lead should be chased by calls and follow up calls

If a customer tag is revert after reading mail then in this scenario company can set up follow up calls in order to get the lead conversion

- 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. In this scenario, the company can focus on customers with tags will revert after reading the mail, and more advertisement should be done using automated SMS, as these variables are leading in higher conversion rate and accuracy

The company can focus upon enhancing the site and managing the traffic as more the time spent on site, higher is the conversion rate according to the final model