

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

Ans : below are the 3 variables which is very important and is contribute most towards the probability of a lead getting converted

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

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 : Top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are the foollwing

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

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 : leads who is unemployed and housewife has to be called and sales team can explain more on the sources where the lead has shown interests. They could give examples or stats of the the alumini of such course and the benefits they got.

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 : during this time period the best way to reach out to leads via email , provide then sufficient details to go over the interest they have shown and get some response back which will help the sales team to make phone call later point in time.