

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

Ans: - The characteristics listed below have a significant impact on the outcome.

1. the amount of time spent on the website .
2. overall number of visit doesn't match with final columns.
3. Lead Sources such as Olark Chat.

Q 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: - The top 3 categorical or dummy variables to increase the probability are:

1. Lead Source containing elements Olark Talk
2. Last Activity with components sent by SMS
3. Others' most recent activity.

Q3. 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: -** Doing follow-ups, or getting in touch with leads after their initial call, is one good strategy for leads who have been identified as one by the model. This can be accomplished by calling or emailing leads who are interested in X Education. For instance, lessening the expense of certain courses when enrolled inside a specific period.

Q4. 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.

- **Ans: -** A. It is of most extreme significance that it focuses more on hot leads that have the most elevated lead transformation rate. The lead score can be used to prioritize. Drives that have over 80% of the lead score can be focused on. In this condition, they need to zero in additional on different strategies like robotized messages and SMS. Calls won't be necessary unless there is an emergency.