

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?  
The top variables are –
  - a. Time\_Spent\_Website
  - b. Occupation like whether the customer is Unemployed, Student or Working Professional
  - c. SMS Sent
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?
  - a. Occupation like whether the customer is Unemployed, Student or Working Professional
  - b. Last Activity like SMS\_Sent
  - c. Lead\_Origin like Landing\_Page\_Submission
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.
  - a. Target potential customers who spend a lot of time on the platform
  - b. Such leads can be followed up by ending SMS's
  - c. Anyone spending vast amount of time on the portal might be comparing prices and course content. Highlight these aspects when the lead is on the portal
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.
  - a. At such a time, check the Occupation of the lead. If it is either a Student or Unemployed, do not spend time calling these up
  - b. If the Time Spent on the website is above the mean, then it might make sense to follow it up.
  - c. Also check if he is already doing a Course or an ex-student, then do not follow up.