

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

----- The top three variables in my model are:

- I. Total-Visits
- II. Lead Origin\_Lead Add Form
- III. Total time spent on website

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?

----- The top 3 categorical/dummy variables in the model which should be focused the most on in order to increase are:

- I. Lead Origin\_Lead Add Form
- II. Last Activity\_SMS Sent
- III. What is your current occupation\_Working Professional

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.

----- From our analysis we can observe that few top variables like SMS-sent, working professionals have higher conversion rates. Thus, taking a look at which specialization, current occupation, choice of course are some of the good choice of variables to make interns to look deep into these and try to follow up by sms, calls or look for new customers to increase our leads.

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.

----- In this situation, the sales team should work on getting new customers or leads by looking deep into people who are looking for upskilling their skills, ways to follow-up to name a few. Also, many working professionals are looking for the course, they can try to discuss with other teams to create a feasible and flexible course for them to avoid hectic course making them give a bad review or leave the program in middle.