

**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:

- Last Notable Activity\_Had a Phone Conversation
- Lead Origin\_Lead Add Form
- What is your current occupation\_Working Professional

**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/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion

- Last Notable Activity\_SMS Sent
- Last Notable Activity\_Unreachable
- Total Time Spent on Website

**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:** A good strategy can be to make calls to people with the following pointers:

- If leads are spending a lot of time on the website
- If leads are visiting the website again
- If they are working professionals

**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 company can focus on sending automated emails and text messages to customers, this way calling won't be required unless it's extremely necessary. This strategy can be used with customers that have a high chance of buying the course.