

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 in our model which contribute most towards the probability of lead getting converted are as below-

- **Lead Source-** Company can concentrate on the lead source so that they can identify the source which is having higher lead conversion rates.
- **Total Visits-** Higher number of visits by the customer higher the chance of getting converted as lead
- **Total Time Spent on Website-** Probability of conversion was higher in the customers who spent more time on the 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?

Ans- The top 3 categorical/ dummy variables in the model which are to be focused the most on in order to increase the probability of lead conversion are as below-

- **Tags\_Will revert after reading the email**
- **Tags\_Closed by Horizzon**
- **Tags\_Lost**

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- As a part of good strategy we will ask the interns to focus on the below points while making calls to customers for higher conversion rates-

- **Lead Source-** We can focus on the lead source from "Google", "Direct Traffic" and "Reference"
- **Lead Origin-** We can focus on the customers who have landed on the "Landing Page Submission"
- **What is your current occupation-** Customers who are unemployed we can focus.
- **Specialization-** "Finance Management", "Marketing Management" and "Human Resource Management".
- **Last Activity-** We can focus on the customers who have – "SMS Sent" and "Email Opened"

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- As a part of good strategy we should focus on the below points-

- We can request the employees of company not to focus on the lead source coming from social media.
- We can request the employees to ignore the customers whose current occupation is student or unemployed as they won't be much interested to enroll on the course.
- We can request the employees not to focus on the customers who have marked email as spam or unsubscribed.