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

**Ans**

A. Total Visits

• Positive Contribution

• The likelihood that a lead will become a client is increased by the total number of platform visits.

1. Total Time Spent on Website

Positive Contribution • The sales staff should concentrate on such leads, as the longer a lead spends on the website, the more likely it is that the lead will become a client.

1. Lead Source

• This is a crucial aspect on which you should concentrate.

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**

1. Lead Origin\_Lead Add Form
2. Lead Source\_Olark Chat
3. Last Activity\_Had a Phone Conversation

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**

I. Creating a model while taking into account various requirements for the model same Visitation numbers, length of time spent there, leads referred, etc.

II. Giving interns a ready-made example

III. Start making frequent calls and SMS messages to them in an effort to get to know them better. Ask about their problems, family history, and financial situation.

IV. Show them how this course or platform will assist them advance their careers to win them over.

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**

a. Avoid leads from unemployed people. They might not have any money set up to pay for the course.

b. Don't concentrate on students because they are already in school and wouldn't be willing to join up for a course that was specifically created for working professionals at this point in the tenure.