

## Assignment Based Question-

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

Lead Source\_Welingak Website, Current Occupation, and Last Activity.

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?**

We should focus more on Welingak Website and getting more referrals through referral programs. And focus on getting popular among working professionals by offering value-addition courses and specializations for changes in career track.

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.**

We should assign lead scores based on the predicted probabilities and start with the lead having higher probability of conversion.

By looking at variables with higher coefficients, we can filter the leads and call them.

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.**

During this time, we can focus on the leads from sources like Welingak Website, Olark Chat.

Working on promoting the referral policy to get more leads.

Focus on sending more emails.

Can do some surveys for the people spending more time on website.