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

   Answer:
   a. Lead Source – has positive contribution.
   b. Last Activity – has positive contribution.
   c. Last Notable Activity - has positive contribution.

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?

   Answer:
   a. Lead Source_Welingak website – has positive contribution with a coefficient of 6.37.
   b. Lead Source (Reference) – has positive contribution with a coefficient of 3.42.
   c. Last Activity (other than the activities mentioned) - has positive contribution with a coefficient of 2.59.

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.

   Answer:

   a. Make calls to those who have lead scores more than 85 i.e **hot leads** since the chances of conversion is very high.
   b. Make calls to those, who comes under the variable which has high coefficients in the model.
   c. Make calls to those who spent more time on website.
   d. Avoid calling the ones who has selected "Do not email" option.
   e. And for the one who we call, Prove them that this platform/course will help them building their career and finally convert 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.

Answer:

a. Do not focus on unemployed leads. They might not have a budget to spend on the course.
b. Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure