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

Answer: Top three variables in my model which contribute most towards the probability of a lead

getting converted are as follows:

* 1. Total visits
  2. Total time spent on website
  3. If the current occupation of the lead is as a working professional.

1. 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: Top 3 categorical/dummy variable in the model which should be focused the most on in

order to increase the probability of lead conversion are as follows:

* 1. Lead Add form (from Lead Origin)
  2. Working professional ( from what is your current occupation)
  3. Had a phone conversation( from what is your current occupation)

1. 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: At this stage, a good strategy that they should employ could be like these:

* 1. They should focus on total time spent on website by a particulars.
  2. They should focus on particulars who are working professionals as the chances of them being converted is very high.
  3. They should follow the leads when the lead search was Google, Direct traffic, welingak website.

1. 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: During this time, if the company’s aim is not to make phone calls unless it’s extremely

necessary, it should focus more and more on sending automated emails and sms to

the customers.

This will save a lot of time and company can focus on some new work as well to

improve their quality.