

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

Answer: The top three variables which contribute most towards the probability of a lead getting converted are:

- **What is your current occupation_Working Professional**
- **Last Activity_Had a Phone Conversation**
- **Total Time Spent on Website**

These variables are selected based on the coefficient values

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: 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 are:

- **What is your current occupation_Working Professional**
- **Last Activity_Had a Phone Conversation**
- **Total Time Spent on Website**

These variables are selected based on the coefficient values

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: First thing the interns should focus on the variables 'What is your current occupation_Working Professional', 'Last Activity_Had a Phone Conversation', 'Total Time Spent on Website', 'Last Activity_SMS Sent' which has high coefficient values. Also 10 interns allotted which company can make use of them to focus on the other 8 remaining less coefficient values which helps to make the lead conversion.

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: From model we came to know that higher the lead score higher the conversion rate. So it is should only concentrate on the high lead conversion rate. The company should focus on sending Email, SMS, incentives and on the ads in website.