

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

Ans: Below are the top three variables that contribute the most:

1. Total Time Spent on Website
2. Lead Origin_Lead Add Form
3. What is your current occupation_Working Professional

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: The top 3 categorical/dummy variables in the model that should be focused are:

1. What is your current occupation_Working Professional
2. Last Notable Activity_Had a Phone Conversation
3. What is your current occupation_Others

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: Phone calls should be done to:

1. People spending a lot of time on X education website.
2. Working professionals
3. People who are visiting the page/website multiple times. They might also be visiting the page to compare the available material/courses with other competitor websites, but there might be a good chance to attract them by providing some better insights.

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: At this situation, it would better if we could consider the following things:

1. Send automated SMS or mails instead of making calls to everyone, as it would save them more time.
2. Reach out to the leads who has requested for a call back for further insights on courses.
3. Reach out to the leads who has very high chance of becoming a Hot lead (i.e. Spending more time on website & Working professionals).