

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

Ans. The top three variables in my model which contribute most towards the probability of a lead getting converted are:

- Total Time Spent on Website
- What is your current occupation\_Working Professional
- Lead Source\_Welingak Website

All are positive contributions.

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 three categorical variables in my model which should be focused on to increase the probability of a lead getting converted are:

- Lead Source Reference
- What is your current occupation\_Working Professional
- Lead Source\_Welingak Website

Lead Source plays an important role in the model.

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. Leads that spend a lot of time on the website should be targeted (Total Time Spent on Website) and also those who come through Welingak Website

Target leads that come through references as they have high chances of getting converted.

Target Working Professionals and Students as their conversion rate seems promising.

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. Suggestion would be to focus more on reaching through SMS. While EDA we realized that SMS's do lead to conversion. It looks promising.

Avoid focusing on contacting unemployed and housewives as the conversion rate is extremely low