

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

Ans: Top three variables are:

- a. Total Time Spent on Website
- b. Total Visits
- c. Lead Origin lead_add form

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: Top 3 Categorical/Dummy variables to increase probability are:

- a. Lead Origin
- b. What is your current occupation
- c. Lead Source

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: Potential leads may be those who spend a lot of time on the site or come back often, engage with web chat conversations or are working professionals.

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: For such leads they can target leads who have a high score or for low scoring leads they can send them through email or SMS campaigns.