

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

Answer: The below three variables are the most important variables as per the model

Lead Profile_lateral student
TotalVisits
Total Time Spent on Website

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 in order to increase the probability of lead conversion are:

Lead Source_welingak website
What is your current occupation_working professional
Lead Origin_lead add form

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: A good strategy to get more conversion with lesser efforts/phone calls can be that we divided the customers in 3 waves basis the lead score where wave 1 will have all the customers with score greater than 85, second wave has greater than 70 and less than 85 and third wave will have rest of the customers and then we can start targeting wave 1 customers who have maximum chance of getting converted and so on. That way with lesser phone calls we get maximum 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: For this use case we can segregate the customers' basis their lead score and focus only on those customers who have more than 90 as their lead score because they are the one who will most likely get converted.