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

# Solution:

What is your current occupation Last Activity

Last Notable Activity

1. 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?

# Solution:

Three most important categorical variables which should be focused on are: Last Notable Activity\_Unreachable-

Last Activity\_Form Submitted on Website What is your current occupation\_Student

1. 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.

# Solution:

We would suggest following business strategy point that might help you:

* **Having a planned Agenda**
* **Understanding needs**
* **Educate by giving reasons**
* **Giving Irresistible Offers**
* **Setting Sales Targets**
* **Constant follow-up**
* **Gathering and Using Testimonials**

1. 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.

# Solution:

Since our target for the quarter is already reached we should focus our energies in making the process better for the future. So we would recommend the following business strategy:

* **Mapping sales process**
* **Qualify Leads better up front**
* **Improving Sales Skills**
* **Script Books**
* **Better Telephone Skills**
* **Recruiting Sales superstars**