

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

Ans. Top 3 variables that contribute the most towards the probability of a lead getting converted are:

- a. Total Visits
- b. Total Time Spent on Website
- c. Page Views Per Visit

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 which should be focused the most on in order to increase the probability of lead conversion are:

- a. Lead Source_direct traffic
- b. Lead Source_google
- c. Lead Source_organic search

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. To implement a strategy that makes lead conversion more aggressive during the intern phase, the sales team should focus on efficiently targeting and following up with leads that are predicted to convert. This can be done by:

- a. Target Leads with High Probability of Conversion (those who frequently visit the website & spend a lot of time)
 - b. Avoiding those whose last notable activity was a long time ago and are unreachable.
 - c. Target working professionals as they have high probability of getting converted.
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. Using calls only for high priority leads and using automated emails/sms's for other leads can minimize the rate of useless phone calls.