

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 model which contribute most towards probability of a lead getting converted are:

- a. TotalVisits
- 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 to increase the probability of lead conversion?

Ans:

The top three dummy variables which increase the probability of lead conversion are:

- a. Lead Origin_Lead Add Form
- b. Lead Origin_Lead Import
- c. Last Activity_Had a Phone Conversation

3. X Education has a period of 2 months every year during which they hire some interns. The sales team 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 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:

Certainly! Given that X Education wants to maximize lead conversion during their hiring phase, especially using phone calls, here's a strategy they can employ:

- a. Prioritize High Probability Leads:
 - b. Optimize Call Timing:
 - c. Train Interns:
 - d. Provide Resources & Tools:
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:

When a company reaches its sales target for a quarter ahead of schedule and wants the sales team to focus on new tasks while minimizing unnecessary phone calls, they can implement the following strategy:

- a. Review and Analyze:
- b. Optimize Communication Channels:
- c. Training and Skill Development:
- d. Performance Review and Feedback:

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