

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

Answer:

The top three Variables which contribute most towards the probability of a lead getting converted are as follows:

- a. Lead Origin
  - b. Last Activity
  - c. What is your current occupation.
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 three Categorical Variables which should be focused on in order to increase the probability of lead conversion are as follows:

- a. Lead Add form,
  - b. SMS Sent, and
  - c. Working Professional
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:

Create a logistic classification model which converts all the leads to 0 and 1, based on the probability the model will assign a lead score.

Interns can collect the Potential Leads which are having high score ( $>70$ ) and check for the "Do Not Call" values as false.

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:

Create a logistic classification model which converts all the leads to 0 and 1, based on the probability the model will assign a lead score.

Interns can collect the Potential Leads which are having high score ( $>70$ ).

Check if those customers are interested in the updates from company and who is ready to get the emails. Send email reminders and offers to those customers.

Find the customers who are left and can be called on mobile phones.

Those customers can be called and updated about the new offers.