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

Total Visits

Total Time Spent on website

Lead Source

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?

Lead Origin\_Lead Add Form

Lead Source\_Direct Traffic

Total Visits

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.

Make a model using data like Total visits, total time spent on website, leas source etc

Start reaching out via SMS or calls, understanding their requirement, background etc.

Explain them the benefit and advantage and how this platform will be helpful

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.

Do no focus on unemployed leads, they might not have the budget

Also, students, since they are already studying they might not be able to handle one more course and also not have the time