

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

Ans: 'TotalVisits', 'Total Time Spent on Website' and 'Lead Origin_lead add form' are the top three variables which contribute most towards the probability of a lead getting converted.

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: Lead Origin_lead add form, Occupation_Working Professional, Lead Source_welingak website

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 : They should try and focus on calling working professionals and students. They should also reach out to leads that have been acquired from Welingak website, Add forms.

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 : The company should try to run ads on social media platforms. They should send sms, emails and try to reach out to people.