

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - A) The total time spend on the Website.
 - B) Total visits.
 - C) Lead source

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?
 - A) Last Activity
 - B) Tags
 - C) Do not Email & Do not Call.

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.

A) According to the curve above, 0.4 is the best cutoff probability to use, and at this point the accuracy is excellent, indicating that there is a strong likelihood that the customer would convert. We should therefore make calls or send emails depending on the customer's preference.

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.

A) During this period, the company can contact customers via a mass emailing campaign or directly contact leads using company interns.