

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

- 1) Total Time Spent on Website: Higher the time spent on website, higher the probability of lead getting converted into a customer
- 2) Lead Origin: We should focus on this
- 3) Lead Source: We should focus on this

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: The top 3 categorical variables in the model which should be focused the most on in order to increase the probability of lead conversion are:-

- 1) Lead Origin\_Lead Add Form
- 2) Lead Source\_Reference
- 3) Last Activity\_SMS Sent

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: We should make a model which incorporates all the relevant variables and makes a proper prediction for conversion of leads.

Sales team should have access to the findings of the model with details of prospects who have high score for conversion. Repeated calls to be done and SMS should be sent to these identified leads for effective conversion.

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 sales team should not make unnecessary calls to prospects who have low chances for conversion like Occupation: students, Specialization: Others, leads who have chosen: Do not Email and Do not call.