

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

Answer Top three variables are :

Last Notable Activity_Had a Phone Conversation
Lead Origin_Lead Add Form
What is your current occupation_Working Professional

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 Top 3 categorical variables to be focused :

- Last Activity_SMS Sent
- Last Notable Activity_Unreachable
- Last Activity_Email Opened

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 We can make calls to our potential leads in the model those would be the variables with high coefficients

- Last Notable Activity_Had a Phone Conversation
- Lead Origin_Lead Add Form
- What is your current occupation_Working Professional
- Last Activity_SMS Sent
- Last Notable Activity_Unreachable
- Total Time Spent on Website
- Last Activity_Email Opened

By concentrating on these categories we can significantly increase the probability of conversions.

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 Concentrate more on working professionals as they can spend money on course and people who have had phone conversation earlier .Here we will only be checking the hot leads having conversion score above 90 ,so that we can minimize the rate of useless phone calls.