

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

Ans:

- **Last Activity**
- **What is your current occupation**
- **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?

Ans:

- **Last Activity Had a Phone Conversation**
- **Last Activity Converted to Lead**
- **Occupation Working Professional**

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 be targeting Working Professional since these are having higher chances of getting converted into hot lead for better growth and career progressions.**
- **Also, can target to those users who using Welingak Website.**

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:

- **Since we are minimizing the number of calls, we can use other mode of communication like Email or SMS to the other leads who are not considered as Hot leads in the previous quarters.**