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

***Answer:*** TotalVisits, Total Time Spent on Website, Last Notable Activity Had a Phone Conversation

1. 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:*** Last Notable Activity Had a Phone Conversation**,** Lead Source\_Welingak Website, Lead Profile\_Lateral Student

1. 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 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:*** they need to create a lead’s journey which indicates the different phases at which lead passes through and they need to map the lead’s current status to a phase in the journey so that it helps them to make decision on taking suitable actions to make the lead penetrate through next phases until lead is converted. This provides a systematic track of lead and often helps to stop the lead from getting converted to cold lead.

1. 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:*** It might be that the sales team reaches out to every lead who visits the website, who registers to the website, who provide mail address on first visit, who requests for a course brochure or the one who requests for a call back. I feel that the situation mentioned in the above question is the ideal time to make use of model as it has good probability to predict the hot lead and cold lead, based upon which reaching out activity can be carried out in order focus more on hot leads for conversion rather than wasting time for convincing cold leads.