

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

Ans: Top three variables in our model which contribute most towards the probability of a lead getting converted are:

- I. Total Visits
- II. Total time spent on website
- III. 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?

Ans: Top three categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:

- I. What is your current occupation - Working Professional
- II. Lead Origin – Lead Add Form
- III. Lead Source – Welingak website

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 can reduce the threshold to get more people assigned as 1 while creating the column predicted which will increase the number of people we should contact.

After that company can use the variables which has positive impact on target variable like:

Leads visited/visiting the site the greatest number of time or more frequently

Leads with high total time spent on the website

Leads who are Working professional

Leads coming through Lead Add From

Leads landing on the website via Welingak Website

Leads with last activity as phone conversation

Focusing on these customers having above features will help company's strategy of increasing their 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: We can increase the threshold to get less leads assigned as 1 while creating the column predicted which will decrease the number of people we should contact.