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

Answer – As per our grouped coding file we can say that the below 03 variables contribute
most towards the probability of a lead getting converted.
1. Lead Origin_Lead Add Form
2. What is your current occupation_Working Professional
3. Last Activity_SMS Sent
4. Total Time Spent on website

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 –
1. Lead Origin (Main Column)
   - _Lead Add Form(One of the categories in the column)
2. What is your current occupation (Main Column)
   - _Working Professional (One of the categories in the column)
3. Last_activity (Main Column)
   - _ SMS sent (One of the categories in the column)
4. Total time spent on 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.

Answer – A good strategy to employ would be :
1. Call people who spend lot of time in the website. Create a good user experience on the website and enhance engagement
2. Call people who are repeated coming back to the website.
3. Call people whose last activity is through SMS.
4. Call those, who are working professionals

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 – The company needs to send automated emails & SMS to all the potential prospective leads. Once you get response, you can reach me on phone. This strategy minimizes the rate of useless phone calls.