

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

Answer – the top three variable which contribute most are as follows

1. What matters most to you in choosing a course Better Career Prospects

2 – Tags – will revert after reading the email

3 – Last notable activity sms sent

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 – the top three variable should be focused are as follows

1. Lead source_welingak website,

2. 2- tags lost to EINS

3. 3- tags closed by horizzon

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 – they should focus on Lead Source_Welingak Website, tags already a student ,tags graduation in progress,tags intrested in full time MBA for better result of 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.

Answer – for better result yhey should try on olark chat conversation, welingak website, can send email and also should focus on improving quality of lead