

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

Answer: Leads who use the website more are identified as hot leads. Attributes such as the following matter the most:

- Total Time spend on the Website
- current occupation like Working Professional
- 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?

Answer:

- What is your current occupation\_Working Professional
- Last Activity\_SMS Sent
- Lead Origin\_Lead Add Form

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: Some of the strategies could be:

- Lead score is assigned along with the prediction in the model. Though X education has capacity to reach out to most leads, interns should start to target leads with the highest lead score (higher probability). This would help convert the most potential customers first.
- Also, they can target leads from Olark Chat as it has a high Z value.

- Moreover, targeting the working professional first would also help getting the most conversion.
  - Last notable activity as SMS are also more probable for the 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: In such scenario, recommendation would be:

- To can focus on reaching the leads through other channels like SMS.
- They can still use the lead score to target leads, higher scores should be first to be targeted.
- Sources like Facebook, WeLearn can be ignored as they are the least important attributes as per the RFE model.
- Channels such as Magazine, Newspaper Article have not given positive conversion, so these leads can be filtered out.