

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

**Answer**

Top 3 features which contribute to decision are as following -

- a. 'Total Time Spent on Website'
  - b. 'Lead Origin'
  - c. 'What is your current occupation'
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**

Top 3 categorical/dummy variables are :

- a. 'What is your current occupation\_Working Professional'
  - b. Last Notable Activity\_Had a Phone Conversation
  - c. '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**

A good strategy they should be employing at this stage would be making phone calls and sms to the potential leads who have spent more time on their website, the number of time they have revisited the website. Website can be made from user friendly and interactive. Those who are working professional should be more focused rather than unemployed customers as they have higher conversion rate.

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**

When the company reaches the target before deadline and the company wants to focus on new work, they can reduce the rate of phone calls by sending automated E-Mails.

Unless and until the customer requests for a call back, the above method can be used to focus on new work and minimize the rate of useless phone calls. Though the conversion rate of students is less than that of working professional we can focus on them more to increase our customer database.