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

**Ans**: Total Time Spent on Website, Lead Source, Lead Origin\*

1. 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:** [**Last Notable Activity**, Last Activity**], Lead Source**, **Lead Origin\***

1. 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**: As we have discussed in the summary report, the cut-off found for the model based on the intersection of sensitivity and specificity for cutoffs ranging from 0 to 1 is more conservative. On the other hand the other cutoff has a higher True Positive Rate, so we recommend the other cut-off for the said period. They could even reach people classified as 0, but spending a lot of time on the website and visiting less number of pages per visit. These candidates who can be persuaded to take the course, as they may be undecided but inclined towards the course.

1. 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:** During this time we recommend using the conservative cut-off. If further minimization is required, only getting back to those who sent an SMS, came to the website through landing page submission, and spent a lot of time on the website can be recommended.

\*Interplay of these variables have been visually presented in the ppt.