

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

>>> The top three variables that contribute towards the result in my model: -

- a) What is your current occupation\_Unemployed
- b) Total Time Spent on Website
- c) Total Visits

**2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?**

>>> The top three categorical/dummy variables that contribute towards the result in model: -

- a) Last Activity\_SMS Sent
- b) Lead Source\_Olark Chat
- c) Lead Source\_Reference

**3. X Education has a period of 2 months every year during which they hire some interns. The sales team 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.**

>>> Phone calls should be made to the people as per following: -

- a) They are spending a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site again.
- b) Their last activity is through SMS or through Olark chat conversation.
- c) They 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.**

>>> Sales team can focus more on other methods like automated emails and SMS. This way calling won't be required unless it is an emergency. The above strategy can be used effectively which will not waste time on false lead conversion which saves their time and increases leads as well.