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

**Ans:** The top three variables in our model which contribute most towards the probability of a lead getting converted are following:

* TotalVisits
* Total Time Spent on Website
* Page Views per Visit

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:** The following 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:

* Lead Origin: Lead Add Form (Dummy variable from Lead origin)
* What is your current occupation – Working professional (Dummy variable from current occupation
* Lead Source\_Olark Chat (Dummy Variable from lead source)

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:** Post analyzing the results of EDA, our new interns much approach people by phone calls by checking following categories:

* Company should first target to he ‘Working professionals’, as they are more likely to get converted
* Their Last Activity is through SMS & Email opened can be targeted.
* People having tags “will revert after reading mails’ can be possibly targeted.
* Who visits websites repeatedly or who spend much time on website and this can easily done by making website easier and more informative.
* Last Notable Activity had a phone conversation

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:**

* They need to focus on SMS and automated emails
* Leas who have applied or ‘Don Not Email’ does not needed to be attended again
* Based on the previous chat/call conversations if the lead is classified a ‘Might be’ or ‘worst’ then those leads can be ignored
* Leads who shared their contact number in the website but not answering multple calls can be ignored
* Prioritizing can be done based on lead score. Leads with score > 80% can be targeted