

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

Ans:

*Working professionals, frequent website visitors & individuals who have opened or clicked the email*

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?

Ans:

*What is your current occupation\_Working Professional*

*Last Activity\_Converted to Lead*

*Last Notable Activity\_Page visited on Website*

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.

Ans:

*Over the period of next 3 months company should initiate assertive calling individuals who:*

*Are working professionals*

*Exhibit active responsiveness through email*

*Are visiting company website frequently*

*Express keen interest via chat conversations*

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.

Ans:

*In this scenario, the company should prioritize sending automated responses like SMS/emails or chatbot interactions to address customer queries. Additionally, they can schedule reminders for making calls only when user expresses significant interest via aforementioned channels as indicated in preceding responses.*