

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

Answer:

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

- **Lead Origin\_Lead Add Form**
- **Total Time Spent on Website**
- **What is your current occupation\_Working Professional**

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:

These are the following top 3 categorical/dummy variables in the model which should be Focused most to increase the probability of lead conversion:

- **What is your current occupation\_Working Professional**
- **Lead Origin\_Lead Add Form**
- **Last Activity\_SMS Sent**

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:

X Education sales team should target the following:

**Lead Number', '  
Total Time Spent on Website',  
'Lead Origin\_Lead Add Form',  
'Lead Source\_Direct Traffic',  
'Lead Source\_Olark Chat',  
'Lead Source\_Reference',  
'Do Not Email\_Yes',  
'Last Activity\_Converted to Lead',  
'Last Activity\_Olark Chat Conversation',  
'Last Activity\_SMS Sent',  
'What is your current occupation\_Info not available',  
'What is your current occupation\_Working Professional',  
'Last Notable Activity\_Modified**

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:

- To avoid unnecessary phone they can use this model.
- They can use bots to chat and get a more serious candidate
- They search for more features of past converted leads, so that it can be helpful to build more sensitive and accurate model to convert future leads.