

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

Ans: Based on the Model Result below are the 3 variables

- 1)Lead source
- 2)Last activity
- 3) Total time spent on Website

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:

- 1)Lead source reference
- 2)Lead source Welingak Website
- 3) Last activity_other_activity.

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: The company Should contact the leads whose probability is more than 0.3.

As per our model nearly 80% of the leads whose probability is >0.3 % are converted.

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 order to make useless phone calls company should call only leads with the high lead score, let say above 80%.