

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

Ans: The top 3 features which contribute most towards the probability of a lead getting converted, i.e., to a good conversion rate, are:

- a. Lead Origin_Lead Add Form with the coefficient of 4.18
 - b. Current Occupation_Working Professional with the coefficient of 2.719
 - c. Lead Source_Welingak Website with the coefficient of 2.024
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: 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 are:

- a. What is your current occupation (Indicates whether the customer is a student, unemployed or employed person)
 - b. Last Notable Activity (Indicates the last notable activity performed by the customer)
 - c. Last Activity (Determines the last activity performed by the customer. Includes Email Opened, Olark Chat Conversation, etc.)
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: Since, the interns are less experienced, they should be assigned to the leads who have lead score between 0.37 and 0.7 – they can make aggressive customer calling strategy to target these leads. This is because the company should get their best people on the most promising hot leads (i.e., leads having a lead score between 0.7 to 1) as they have the highest chance of conversion and thereby, these leads should be assigned to more experienced sales representatives from the sales team and not to the interns. This strategy shall help the company in maximizing their lead conversion rate.

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: At such times where target for a quarter has already been attained, the sales team should minimize the rate of unnecessary phone calls and limit their customer calling to only the hot leads who have a lead score of 0.8 or above. This way they can focus on other work/tasks as well, meanwhile the best hot leads will not be lost and the overall conversion rate will also be good.