

**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 based on the final model which contributes most towards the probability of lead getting converted are:

- Total Time Spent on Website: 4.5251
- Lead Origin\_Lead Add Form: 3.8446
- Last Notable Activity\_Had a Phone Conversation: 3.2761

**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 as follows:

- Lead Origin\_Lead Add Form
- Last Notable Activity\_Had a Phone Conversation
- What is your current occupation\_Working Professional

**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:** In order to increase the lead conversion, below points should be taken into consideration:

- As per the final model, focus should be on those leads who has spent more time on website, who have filled a form, whose last notable activity was a phone conversation and who are currently a working professional.
- Leads whose source is from Wellingak website are also potential for conversion.
- Hence, interns should focus on calling such leads as they have high chances of lead conversion.

**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:** To minimize the rate of useless phone calls when the company reaches its sales target for a quarter before the deadline, the sales team can employ the following strategy:

- Rather than calling, send automated messages or SMS to potential leads.
- Send out emails mentioning about the courses and other details to keep in touch with the customers.

- Providing attractive discounts can help gain the customers.
- Ask for feedback from current customers and improvise according to the same.