

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

Ans: Top three variable are

- 1) Don't Email
- 2) Total Time Spent on Website
- 3) Lead Origin_Lead Add Form

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: Top three Categorical/dummy variables are

- 1) Lead Origin_Lead Add Form
- 2) Lead Source_Welingak Website
- 3) Last Activity_Had a Phone Conversation

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: Phone calls should be made to customers if

- 1) customers spent lot of time on website
- 2) customer choose not to email
- 3) Their last activity is 'had a phone conversation' or 'SMS'
- 4) They are working professionals.

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: The company should prioritize using emails and SMS to gauge customer interest. If customers respond positively, executives can follow up with calls to convert these leads into hot leads when necessary. Additionally, it's important to avoid focusing on leads categorized as "Low in relevance," "Worst," and "Not sure and customers "Unemployed"