

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

The top three variables which contributes towards the leads getting converted are :

- a) Lead Source_Welingak Website
- b) Lead Source_Reference
- c) 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?

The top three categorical variables which contributes higher lead conversion are :

- a) Lead Source_Welingak Website
- b) Lead Source_Reference
- c) 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.

The company should make call to the leads who are :

- Welingak Website, Reference and Olark Chat are the Lead Sources which are most likely to get converted.
- Working Professionals are most likely to get converted from the occupation category.
- The company should contact to the leads whose last Notable activity shown as 'SMS Sent','Unreachable'.
- The company should contact to the leads whose last activity shown as 'Unsubscribed'.
- Leads who spent more time on the website are more likely to get 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.

The company should not make phone call to the leads who are :

- The company should not make calls to the leads Leads whose specialisation was Not Available.
- The company should not make calls to the leads Leads whose last activity was Olark Chat Conversation.

- The leads from Landing Page Submission lead origin are not likely to get converted.