

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

**Answer:** TotalVisits, Total Time Spent on Website, Lead Origin\_Lead Add Form are the top three variables which contributed towards probability of a lead getting converted

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?

**Answer:** Lead Origin\_Lead Add Form, Last Activity\_Had a Phone Conversation, Last Notable Activity\_Unreachable 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

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.

**Answer:** From above answer, we saw people who had a phone conversation are more likely to get converted. As we are recruiting interns and have more resources, we can reduce the threshold and reach out to more people by calling them and providing them more information, so that they can have more interest 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.

**Answer:** When we already met the targets and don't want to spend more time & resources on useless phone calls. If we don't engage with customers, we'll lose them. So, best option to save resources and time, as well as keep customers engaged is through Automated Emails and SMS with promotional content, personalized discounts, referral programs.