

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

**Ans.**

Top Three variables contributing most towards probability of lead getting converted are as following:

- 1.) Lead Source: This is important that what is the source of lead, Google, Reference, Olark Chat are some top sources of leads which have higher probability of getting converted.
- 2.) Current Occupation: Another important variable where Unemployed and Professional people are top leads which are higher probability of getting converted.
- 3.) Total Time Spent on Website: Spending some time on website is good for lead to know the required information and probability is higher for such leads.

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 variables which should be focused more are as following:

- 1 Lead Source\_Welingak Website
- 2 Occupation\_Working\_professional
- 3 Lead Source\_Reference

As above these variables are most contributing towards probability of lead conversion hence focus should be on these to get higher conversion rate.

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.**

**Current Occupation:** Professional and unemployed leads are most targeted leads hence communication with these leads would be better strategy.

**Lead Source:** Leads from Refrence, Welingak websites, Google have high conversion ratio hence these leads are potential for aggressive communicaiton.

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.**

1. Sales team may avoid the leads which are not potential to minimize the useless phone calls.
2. Phone calls to those leads which are approaching us directly, organically etc as push approach.
3. Keep last activity as SMS, Emails to avoid phone calls.