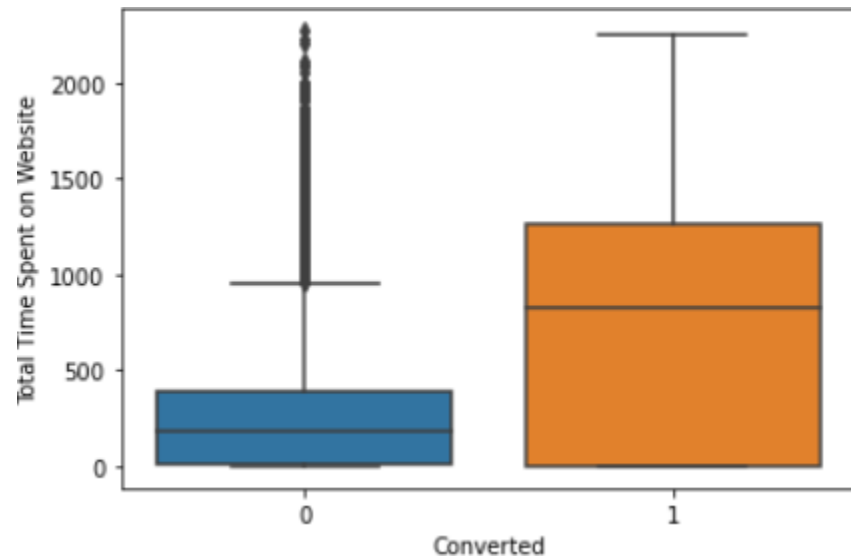


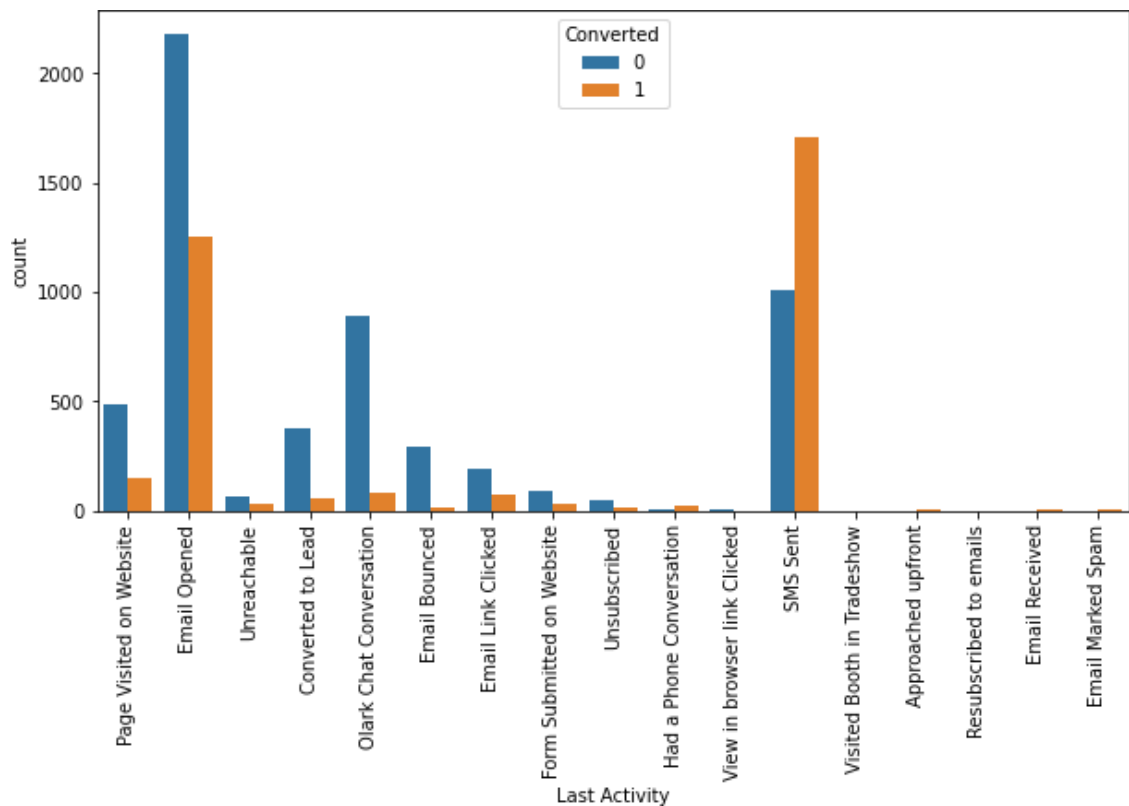
1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

**Ans:**

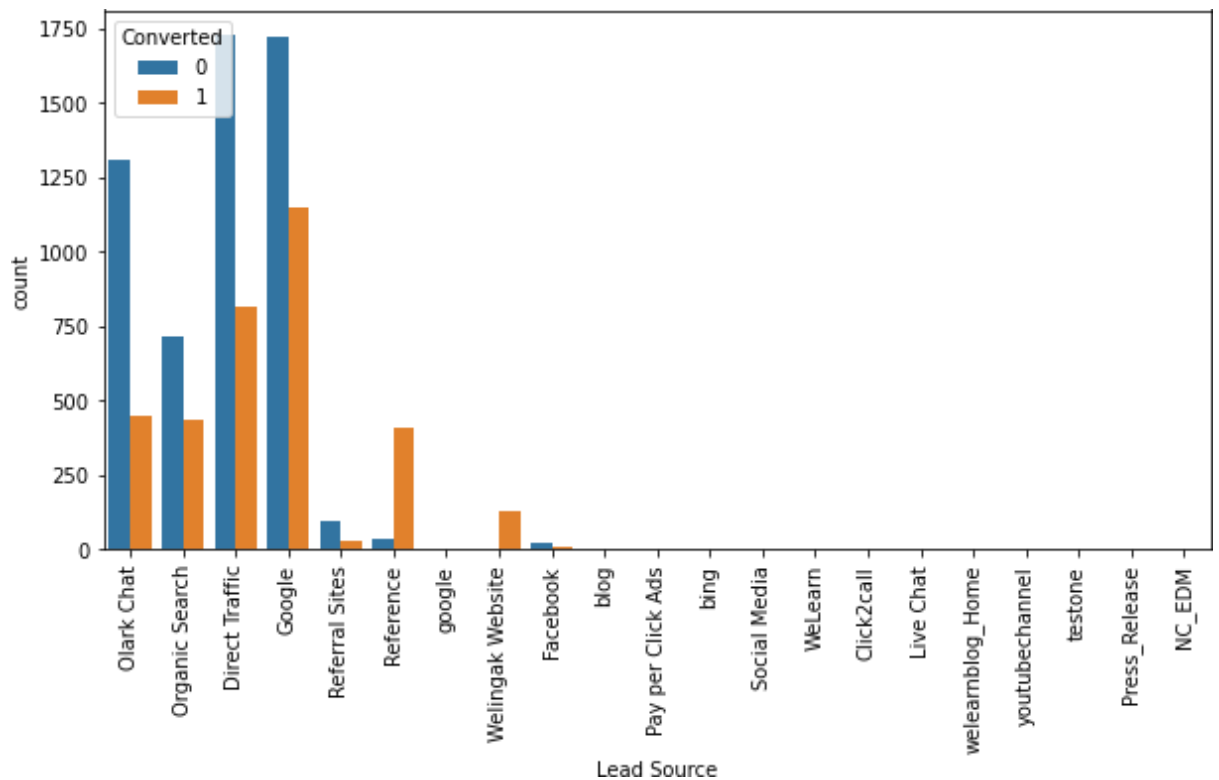
- Variable 1= **Total Time Spent on Website**



- Variable 2 = **Last Activity**



- Variable 3: **Lead Source**



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:**

#	Lead Source	Constant Value
1	Welingak Website	3.4147
2	Closed by Horizzon	7.9914
3	Lost to EINS	9.2178

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:**

One potential approach that we could take is to reach out to the prospects who found us through Google, received a text message from our team, and spent a significant amount of time browsing our website. These are the people who have shown a high level of interest in our product and are more likely to become our customers.

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:**

One way to increase our chances of getting new customers is to reach out to the leads who have shown a high level of interest in our product. We can identify these leads by looking at three criteria: they came from Google, they received an SMS from us, and they spent a lot of time on our website. These leads are more likely to convert because they have already engaged with our brand and our offer.