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

Answer: Lead Origin_Lead add form, Lead Source_Reference, Last Activity_SMS Sent

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: Specialization, Lead Origin_Landing Page Submission and Lead Source_Direct Traffic and Google

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: Focus more towards leads who spend a larger time on the website, have visits more than 1ce on the website and have been able to convert.

So based on the model, focus should be on Google leads and Direct Traffic lead source.

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 the sales team has additional time, focus should be on leads which have a right rate of conversion i.e leads via reference and working professionals, as they have a higher conversion rate.