

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

Answer: The top three variables in our model which contribute most towards the probability of a lead getting converted are:

- Total Time Spent on Website
- Last Activity_Olark Chat Conversation
- Tags_Closed by Horizon

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: The top three categorical variables in the model which should be focused the most on in order to increase the probability of lead conversion are:

- Last Activity_Olark Chat Conversation
- Tags_Closed by Horizon
- Lead Origin_Lead Add Form

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: X Education want almost all of the potential leads to be converted and want to make phone calls to as much of such people as possible. In sense they want to cover as much as leads. This can be achieved by considering the low cutoff point.

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: The company has already reached the target and they don't want their sales team to invest much of their time in making phone calls. Since there time is valuable, they want to make calls to leads only if they have high chances of getting converted i.e. having high probability. This can be achieved by considering high cutoff point.