

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

The top 3 variables that contribute most towards the probability of a lead getting converted are:

- Total Time Spent on Website
- Lead Source_Reference
- Lead Source_Welingak Website

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?

The top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of the lead conversion are:

- Lead Source_Live Chat
- Lead Source_testone
- Lead Source_youtubechannel

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.

The company should look at the Lead_Score of all the leads that have been predicted as 1 by the model. The interns should then start calling these leads starting with maximum lead score.

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.

In order to minimize the rate of useless phone calls, the company should filter out all the leads that have been predicted as 0 and also have low Lead_Score.