

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 are as follows -

- Total time spent on the website
- Total visits
- Lead source with elements Google

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 to be focused the most on in order to increase the probability of lead conversion are as follows –

- Lead source with elements Google
- Lead source with elements direct traffic
- Lead source with elements organic search

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 below steps should help to reach out to the maximum potential leads and improve the conversion ratio.

- Make the homepage of the website attractive and information enough to grab people's attention.
- Target working professionals.

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.

The company can use of automated tools like emails / text / chatbots to carry out the communication part with minimal human intervention.