**Question/Answers**

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

**Answer:**

The top 3 variables which contribute most towards the probability of the lead getting converted are :-

* **Lead Origin -** Lead Add Form contributes most in lead conversion.
* **Lead Source - Welingak Website** has considerably good contribution in lead conversion.
* **What is your current occupation – Working Professional** has high conversion ratio.

1. 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 3 dummy variables in the model which should be focused the most are -

* **Lead Origin\_Lead Add Form**
* **Lead Source\_Welingak Website**
* **What is your current occupation\_Working Professional**

Management should focus on these dummy variables in order to improve the lead conversion rate.

1. 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:**

Interns must prioritize their lead in terms of **Lead Score**. Leads with high **Lead Score** should be given priority.

Leads should be contacted via phone calls by analyzing their **time spent on website**.

Leads should be contacted directly on priority if they are a **working professional**, since they are most likely to get converted.

1. 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:**

To minimize the phone calls, we can use system generated mails and SMS automatically.

Calls should only be made to priority leads with highest **Lead Score** as their chances of conversion is 100%. This will reduce unnecessary calls and leads with 100% conversion rate would only be called.