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

```
Answer :              Lead Origin
                      Occupation
                      time_spent on 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?

```
Answer :       Lead Origin_Lead Add Form
               Occupation_Working Professional
               Last Activity_SMS Sent
```

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 :

Utilizing the "Hot" leads ML application tool, Manager can run the ML tool with lead score cut off of 95.
Manager can share this list of leads to the interns to make marketing/sales calls.
If the number comes out very less which may indicate over staffing, then the manager can play around with lead score so that there is sufficient leads for the interns to work on

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:

Get the list of leads having lead score in the range of 40 to 60, and send them e-mail advertisements, SMS reminders on a regular basis, better to automate this feature.
Get the consent from the customer, to be reached by a X education representative, and communicate the time of call by e-mail or SMS. Understand the customer needs as much as possible by collecting data through questioners and type forms