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

Ans:

Top three variables in model which contribute most towards the probability of a lead getting converted are:

- **Total Time Spent on Website**
  - Positive contribution.
  - Higher time spend on website higher chances of lead conversion.
- **Tags**
  - Positive contribution.
  - If Tag is Will revert after reading the email then lead conversion chances is higher.
- **Lead Source**
  - Positive contribution.
  - If lead source is Welingak Website then lead conversion chances is higher.

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?

Ans:

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

- **Tags_Will revert after reading the email with coefficient value 7.58.**
- **Lead Origin_Lead Add Form with coefficient value 4.26.**
- **Tags_Other with coefficient value 3.52.**

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.

Ans:

Good strategy they should employ at this stage is to **target leads**:

- Target leads who spends a lot time on website.
- Target leads who have tag: Will revert after reading the email.
- Target working professionals.
- Target leads whose lead source is from either Welingak Website or Olark Chat.
- Target leads whose last activity is SMS Sent.
- Target leads whose lead origin is Lead Add Form.
- Check hot leads score range from 40-100 for maximum conversion.

Do **not target leads** with these variables as it has negative relation with conversion rate:

- Leads whose last activity is Olark Chat Conversation.
- Leads whose Specialization is Travel and Tourism.
- Leads whose Last Notable Activity is Modified.

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.

Ans:

To minimize the rate of useless phone calls, strategy they should employ at this stage are:

- Check hot leads whose score ranges from 90-100.
- Can send more automated emails and SMS to reduce phone calls.