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

**Answer:**

* Total Time Spent on Website - coeffcient 3.7857
  + If the totaltime spent increases
* LeadSource\_Welingak Website - coefficient 2.7793
* LastActivity\_Had a Phone Conversation - coefficient 2.6726

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:**

LeadSource: Welingak Website - with coefficient of 2.7793

LastActivity: Had a Phone Conversation - with coefficient of 2.6726

Lead Origin: Lead Add Form - with coefficient of 2.5014

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:**

Since having personal phone conversation seems to be having a positive effect on the Conversion , Interns should call all the customer which has a lead score of greater than 1 and also send continuous follow-ups in SMS and Keep the customers spending more time on the website by providing attractive discounts and referral rewards.

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:**

X company can send SMS text to Leads with high score and provide the contact number to reach back. This will help the customers to reach back to the X company for enquiry , since having phone conversations seems to be having a positive effect , the chances of conversion will be high.