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

2. A tag that will revert after reading the email.

3. Asymmetric activity index low

These contribute the most toward getting lead converted.

• 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?

1. Lead Source reference: We need to focus more on leads which are obtained via reference

2. Tag that says will revert back after email. We can make the tick mandatory to go further or can also provide email verification link in email that is mandatory to click before second log in.

3. Assymetreic activity index. Low. Other activities while on website needs to be low.

• 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.

1. Focus on people got by reference from someone.

2. If Lead Quality is known ignore the worst category leads completely.

3. Focus on people who have spent more than 1000 unit of time on website.

4. Focus on people who are going to revert back after email communication

5. Almost ignore the wort lead quality leads.

• 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.

Lead quality is best index for this . Almost ignore the wort lead quality leads. While ‘might be’ , ‘Low in relevance ’ and ‘Not sure’ leads are also the ones needs to be ignored.

Tags that says ringing is also ones who should not be contacted.