

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

***Top three variables in model:***

***“Lead Source”, “Lead Notable Activity” and “Total 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?

***Top 3 categorical/dummy variables***

***Lead Origin\_Lead Add Form***

***Last Notable Activity\_SMS Sent***

***Lead Source\_Olark Chat***

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.

***The leads that are identified as 1 could be distributed to interns to make phone calls and update the status***

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.

***The company could filter on potential leads and contact them using Email and SMS so that team can concentrate on priority work. These type of leads will have more possibility to convert.***