

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

Ans: The aforementioned features have a significant influence on the outcome.:

1. Total time on website
2. Total Visits.
3. Lead source as google.

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: The top 3 categorical/dummy variables in the model are:

1. Lead Source with element google.
2. Last Activity with element SMS sent.
3. Last activity Others

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: Focusing on the features listed below, such as categories and dummy variables, is an excellent technique to use at this point to convert almost all prospective leads because these features have a greater influence on potential leads.

1. Total time on website.
2. Total Visits
3. Lead Source with element google.
4. Last Activity with element SMS sent.

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 enable users to receive a prompt answer in this circumstance, the organization must implement additional features like auto response emails. Moreover, using a catboat on the website would pique people's curiosity about the business and demonstrate that catboats can offer all the frequently needed information.