

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

Ans- **“Total Time Spent on Website”, “Tags__Closed by Horizzon” & “Tags__Lost to EINS” are top contributors in our model as they have coef value 4.5, 8.8, 8.6 respectively.**

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- X should work on **Olark Chat Conversation, Modified as Last Notable Activity and Landing Page Submission as Lead Origin** as these are negative coefficients shown in our model

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-

- 1- Sales team should focus on first those leads who come as **reference or from Welingak Website**.
 - 2- Sales team should focus first on those leads who fill **Lead Add Form (in Lead Origin)**.
 - 3- Sales team should focus first on those leads who has **last Activity as SMS sent**. We can see in data visualization the customer having last activity as SMS sent are likely to be converted
 - 4- Sales team should focus on those leads first who are **high in Relevance** as Lead Quality.
 - 5- Sales team should focus first on those leads who spend time on website in between 900 to 1500.
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-

- 1- Sales team should not make call to those leads whose lead score less than 37 as we can see in our model that leads who have lead score less than 37 are not likely to be converted.
- 2- Sales should make very few phone calls to those leads whose lead score more than 90 as they are likely to be converted