

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

Sol: Lead Origin\_Lead Add Form, Total Time Spent on Website and Last Notable Activity\_Page Visited on Website are three top variables in my model which contributes most towards the probability of a lead getting converted.

- 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?**

Sol: Lead Origin\_Lead Add Form, Last Notable Activity\_Page Visited on Website and Lead Origin\_Landing Page Submission should be focused the most on in order to increase the probability of lead conversion.

- 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.**

Sol: By prioritizing potential leads, creating a calling schedule, personalizing calls, offering incentives, and tracking results, X Education can maximize their lead conversion rates during their intern hiring phase.

- 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.**

Sol: By reviewing and updating lead information, segmenting leads, using email marketing, providing value-added content, optimizing the sales funnel, and focusing on relationship building, the company can minimize the rate of useless phone calls while maximizing their chances of converting leads.