

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

Answer- The top three variables in your model which contribute most towards the probability of a lead getting converted are:

- Total Visits
- Total time spent on websites
- Lead origin- Lead add form

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?

Answer- 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 are:

- Lead Origin\_Lead Add Form
- Last Notable Activity\_Had a Phone Conversation
- What is your current occupation\_Working Professional

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Answer- Some good strategies can be:

- Adding Lead forms to attract more leads as the conversion rate of the leads forms is high.
- The interns should focus more on having a phone conversations with the potential leads as having a conversation tends to have a higher impact
- They should try to drive the leads to their websites to interact with it more
- They should focus more on working professionals selling them courses to upgrade their skills.
- Sending an SMS also has some impact

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.

Answer- When it is not required to make a phone call, the interns can reach the potential leads via emails, sms or through whatsapp, giving them attractive benefits of the doing the course, send them links to their websites or sending them demo courses to get them interacting with our services.