

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

A) The top 3 variables that contribute towards the probability of a lead getting converted are:

- 1) Lead Origin\_Lead Add Form
- 2) What is your current occupation\_Working Professional.
- 3) Last Activity\_Had a Phone Conversation.

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?

A) 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

- 1) Landing page submission
- 2) Lead source Google
- 3) SMS sent as Last notable activity.

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.

A) Phone calls should be made to

- 1) People specialized more in Finance management
- 2) Unemployed users are more interested in taking the course than working professionals.
- 3) Users who will revert after reading the Email are very likely to convert,
- 4) Users who sent SMS and the one's whose Email opened as their last activity are more likely to convert.
- 5) Users who spend more time on the website

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.
  - A) The company should focus more on automated emails and SMS. In this way they can avoid making calls unless extremely necessary. Also this helps to allocate valuable employee time on more productive activities.