

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

1. Lead Origin
2. What is your occupation
3. Last notable activity

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?

1. Lead Origin\_lead add form
2. What is your current occupation\_Working professional
3. Last Notable Activity\_SMS sent

3. X Education has a period of 2 months every year during which they hire some interns. The sales team 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.

1. Sales team should aggressively target leads with high lead scores.
2. Sales team should target leads generated through 'olark chat'.
3. Sales team should target working professionals, they have a high chance of getting converted.
4. Sales team should not waste time with leads having specialization as 'other'.
5. Sales team should prioritize contacting leads whose last activity as 'SMS sent' and 'Email opened'.
6. Sales teams can cooperate with support or technical team to find leads how have spent comparatively more time on the website and contact them on priority.

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.

1. Sales team should not call a lead having specialization as 'other' as they have low conversion rate.
2. Sales team should not call a lead generated from 'Landing page submission' as they are not likely to get converted.
3. Sales team should not call a lead having last activity as 'olark chat conversation'.