

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

Ans-

- A) Lead Origin_Lead Add Form.
 - B) What is your current occupation_Working Professional
 - C) Last_Notable_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?

Ans-

- A) Last_Notable_Activity_Had a Phone Conversation.
 - B) Lead_Source_Welingak Website
 - C) Lead_Source_Olark Chat
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-

- A) Time spent on the website need to be check. The more the time spent on the website the more the lead is convertible.
 - B) Target leads that have come from reference.
 - C) Target leads last activity on the website, maybe they are actively looking for the course.
 - D) Current occupation of working professional, will help to understand the clients requirement more effectively.
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-

- A) Company should more focus on employed leads, they might have the budget to take up the course.
- B) As students are already studying company should gave less focus on them.