

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

Answer: Top Three variables which contribute most of the probability are 'TotalVisits', 'Total Time Spent on Website', 'Page Views Per Visit'

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 most categorical columns which should be focused on are 'Lead Source', 'Tags', 'Specialization'

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: As per my suggestion, a good lead or probable lead should be handled by the senior people. But if they like to put interns at this stage, they need to use the old methods used by seniors to check with the customers and convert the lead to a customer.

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: At this stage, the company need to focus on more variables that are driving the lead conversion, they need to figure out some more important data points that are not included or scaled to a level, like offline marketing campaigns and others so that they have enough data points to share with the data science team and improve their accuracy.