

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

A. Top Three variables in the model:

- a. Specialization_Others
- b. Lead Source_Olark Chat
- c. Last Notable Activity_Modified

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. Top Three dummy variables that increases the probability of lead conversion:

- a. Specialization_Others
- b. Lead Source_Olark Chat
- c. Last Notable Activity_Modified

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 must be done to people if:

- a. They don't have a specialization already.
- b. They came from source Olark Chat.
- c. They modified some information about themselves as the latest activity.
- d. They were identified as a lead from Landing Page Submission.

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. In such cases, the company should employ means such as automated emails but should be monitored carefully if they are actively interacting with it which means it can be converted to a lead so should be called.

