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

**Answer** :

Total Time Spent on Website (Score : 4.5777)

Lead Source\_Other (Score : -2.6994)

Lead Origin\_Other (Score : 2.5672)

1. **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** :

Lead Source\_Other (Score : -2.6994)

Lead Origin\_Other (Score : 2.5672)

Lead Source\_Welingak Website (Score : 2.4720)

1. **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.**

**Answer** :

Strategy 1 :

Sort the leads based on the Lead Score assigned and make calls as per the sorted order.

Strategy 2 :

* Call to Working Professions
* Call to Lead Source Reference and Welingak Website and Google
* Call to Leads who spends more time on website
* If existing Lead , then check his last notable activity and converted or not

1. 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** :

* Trigger auto generated SMS and emails and Keep a make call only to highest lead score leads
* Offer incentives to customers for referrals
* Work on Social Media Ads