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

   Answer:

   The top three variables in our model which contribute most towards the probability of a lead getting converted are –
   a) **Total Time Spent on Website**
   b) **LeadOrigin_Lead Add Form**
   c) **LastNotableActivity_Had a Phone Conversation**

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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 top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are –
   a) **LeadOrigin_Lead Add Form**
   b) **LastNotableActivity_Had a Phone Conversation**
   c) **CurrentOccupation_Working Professional**

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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.

   Answer:

   - Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
   - Target leads who are working professional
   - Target leads who have visited the website more number of times (TotalVisits)

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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:

   - Do focus on leads whose current occupation information is not available or not known.
   - Do not focus on leads who have chosen 'Do Not Email'. They might not be interest in the course.