

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

**Ans:** The top three variables in your model which contribute most towards the probability of a lead getting converted are -

- **Lead Source\_welingak website**
- **What is your current occupation\_working professional**
- **Total Time Spent on Website**

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:** 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 -

- **Last Notable Activity\_unreachable**
- **Lead Origin\_lead add form**
- **Lead Origin\_landing page submission**

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:**

- **People who spent lot of time on website**
- **Working professionals**
- **Last Activity is through sms**

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:**

1. Make some marketing strategy to give discounts to customers based on days
2. They can send mails and SMS to customers with higher lead score