

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

Ans: Top 3 variables are as follows

- (i) **Lead Origin_Lead Add Form**
- (ii) **What is your current occupation_Working Professional**
- (iii) **Lead Source_Welingak 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: Top 3 dummy variables are as follows

- (i) **Lead Origin_Lead Add Form**
- (ii) **What is your current occupation_Working Professional**
- (iii) **Lead Source_Welingak Website**

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: (i). Focus on the leads from Add form as they contribute most to conversion
(ii). People who are working professionals should be ideal target
(iii). Leads from Welingak website are convertible, so advertising revenue should be focused on this website.
(iv). People who don't want to be mailed should be avoided.
(v). People with no specific specialization should be avoided.

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: (i). People who don't want to be mailed should be avoided.
(ii). People with no specific specialization should be avoided.
(iii). People with lead origin Landing page submission should be avoided.
(iv). People with last activity as olark chat conversation should be avoided.
(v). People who have been already converted to lead should be avoided.