

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

TotalVisits, Total Time Spent on Website and Lead Origin with values Lead Add form

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?

Lead Origin\_Lead Add Form, What is your current occupation\_Student and What is your current occupation\_Unemployed

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.

From the past data ,there is a 2.75X possibility that the professionals whose Last Activity was "Had a Phone Conversation" got converted. So the sales team should focus on making phone calls to all the potential leads and have a good conversation.

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.

Company can send SMS to all the potential leads and also send emails to the professionals who chose the option of 'Do Not Email' as **NO**