

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

A. 'Total Time Spent on Website', 'Page Views Per Visit', 'TotalVisits' are the most contributors to the probability of a lead getting converted.

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?

A. 'Lead Origin_Lead Add Form', 'Last Activity_Had a Phone Conversation', 'Lead Source_Welingak Website' are the top 3 categorical/ dummy variables that are created should be most focused on for increasing lead conversion probability.

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.

A.

- Leads who are having a higher Lead Score should be concentrated on primarily.
- Also the threshold value of Lead Score for classifying the lead as a hot lead should be decreased so as to increase the pool of leads whom the sales team can contact and lead to increased number of lead conversions.
- And the lower leads with lower Lead Score should be contacted with the automated channels like mails, messages etc. These needs to be monitored and the Lead Score needs to be updated and the leads should be reassigned and should be engaged with the features and some discounts if necessary

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.

A.

- Only the leads who've provided/ requested for a rescheduling to that period of time needs to be contacted but not any other random/new leads during this time.
- Leads with only a High Lead Score needs to be contacted and also leads who've shown 'Last Activity' in the recent times needs to be contacted but not all in order to prevent the revenue loss for the company.