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

Ans: • Total Time Spent on Website (Coefficient: 4.6833)

• Lead Origin\_Lead Add Form (Coefficient: 3.0865)

• What is your current occupation\_Working Professional (Coefficient: 2.7694)

1. What are the top 3 categorical/dummy variables in the model which should be focused the mCost on in order to increase the probability of lead conversion?

Ans

* Lead\_Source\_Reference and Others (Coefficient: 2.6087)
* current\_occupation\_Working Professional (Coefficient: 1.2053)
* Lead\_Source\_Olark Chat (Coefficient: 0.5527)

1. 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.

* Call must be done if they spend a lot of time on the website. This can be made interesting by making the website more interesting.
* By looking at thir last activity through olark chat
* If they are working professional give more preference.

1. 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. They must use to do more messages and automated emails. That would be better for time management and do calls when there is any positive response.