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

Ans:- ‘Total Time Spend on Website’, ‘Total Visits’ and ‘A free copy of Mastering The Interview’.

1. 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:- ‘Lead Source’, ‘Last Activity’ and ‘Lead Quality’.

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.

Ans:- At this time we do while the modeling the model we can set the probability of getting converted is around 40% or even 30%. In this will have more potential customers to do the calls with them.

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:- At this time we do while the modeling the model we can set the probability of getting converted is around 70% or 80%. In this we will have less number of customer will predicted converted by the model and which customer is predicted converted is extremely necessary.