

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, Total visit, Leads obtained with source google.

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: Lead source with element Google, Lead source with element direct traffic, Lead source with element search

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: Leads with following features should be contacted:

Those who have re-visited the website.

Those who are working professionals.

Those who asked to connect through SMS or Olark chat.

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: In this period company should focus on making website attractive so that leads may revisit the website. The process through which people are connection should be automated.