

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

Ans: These are the main factors that contribute the result

- Total amount of time spent on website
- Total Visits
- Source of lead from Google elements.

- 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**

Ans: There are 3 Categorical/Dummy variables to increase probability are:.

- Source of lead from Google elements.
- Source of lead from direct traffic elements
- Source of lead from organic search elements

- 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: Phone conversations should be conducted with people when:

- Spending a lot of time on the website and this can be done by making the website interesting and bring you back on the website
- On the website they are seen repeatedly coming back
- Their last activity is through SMS or through Olark chat conversation
- They are working professionals

- 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: As per the condition methods like automated emails and SMS need to focus more.

This way calling won't be required unless it is an emergency. The above strategy can be used but with the customers that have a very high chance of buying the course

