

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

**Answer:** The top three variables in our model which contribute most towards the probability of a lead getting converted are:

- a. Total Time Spent on Website
- b. Lead Source\_Reference
- c. Lead Source\_Other Social Sites

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?

**Answer:** 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 are:

- a. Lead Source\_Reference
- b. Lead Source\_Other Sites
- c. Last Activity\_SMS Sent

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.

**Answer:** Phone calls must be done to people if:

- They spent a lot of time on X Education's website.
- The sales lead came via any reference.
- The sales lead came via other websites.
- The sales lead came via 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.

**Answer:** In this condition they need to focus more on other methods like automated emails and SMS as they have good impact on conversion rate. 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.