

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

ANSWER:

1. Total Visits
 - Positive contribution
 - Higher Total number of Visits to platform, higher the probability of the lead converting into a customer
 2. Total Time Spent on Website Positive contribution
 - Higher the time spent on the website, higher the probability of the lead converting into a customer
 - Sales team should focus on such leads
 3. Lead Source
 - It is the important feature which should be focus
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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:

1. Lead Source with elements google
 2. Lead Source with elements direct traffic
 3. Lead Source with elements organic search
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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 spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site.
 - They are seen coming back to the website repeatedly
 - Their last activity is through SMS or through Olark chat conversation
 - They are working professionals
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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: Since the target for the quarter is reached, salesperson can work on find new leads for the upcoming quarter which will help them in the next quarter starting. Since the leads will be handy, the salesperson can start making calls to the leads starting day 1 of the quarter to gain more business for X education.