

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

Ans. The top three variables include- Total time spent on website, Lead Source and What is your current occupation.

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. The top 3 categorical/dummy variables are- Lead Source_Welingak Website, Lead Source_Olark Chat and Lead Origin_Lead Add Form.

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. The interns should be more focused on leads coming from social media sources such as Olark chat and Welingak Website. The interns can also focus on the students and unemployed people visiting the website but they are less likely to convert. Target leads also tend to spend more time on the website so the interns can be more aggressive towards them. People who are filling up the Lead Add Form can also be potential targets to convert as they may have already made up their mind to enroll in a program through X Education.

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. If the company does not want to make unnecessary calls then they should probably not focus much on the leads of unemployed people and students as they may not have the budget to pursue education and students are already enrolled in a different program so they may be not willing.