

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

Answer: The top 3 variables in our models are:

- Total Time Spent on Website
- Tags_Will revert after reading the email
- Lead Origin_Lead Add

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 our models are:

- Tags_Will revert after reading the email
- Lead Origin_Lead Add
- 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: X Education should target the people if:

- They spend a lot of time on the website and this can be done by giving them an opportunity to play a small game & win discounts to the courses they're looking for
- The email should be attractive not just with referral benefits, but with various program benefits highlighted or shown in a table for quick understanding
- Their last activity is through SMS or through Olark chat conversation They are working professionals
- Also the ones who filled the form, since they're high possible leads

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: At this stage, the company should explore methods like automated emails, push notifications and SMS to keep the leads engaged. This way calling won't be required unless it is extremely necessary.