

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

'TotalVisits', 'Total Time Spent on Website', and 'Lead Origin_Lead Add Form' are the top three variables which contribute the most towards the probability of a lead converting.

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?

'Lead Origin_Lead Add Form', 'Last Notable Activity_Unreachable', and 'Last Activity_Had a Phone Conversation' are the top three categorical dummy variables.

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.

In this case, the requirement is to convert both true and false positives predicted by the model. In such cases, people visiting the website more than once over a short period of time or interacting with Olark chat should be targeted for extensive calls. However, repeated calls may alienate the customers. A brief yet thorough explanation of the course that the customer is interested in must be given with a follow-up in 3-5 days. Bored students, people with career breaks, and unemployed persons would be the most likely leads to be converted.

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.

In this case, only those customers who very frequently visit the websites and check different pages require phone calls. Otherwise, automated messages and emails giving details of the relevant programs are sufficient.