

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

Answer: Total Visits, Total Time Spent on Website, Lead Source with Elements Google.

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

Answer: Lead Source with elements google,
Lead Source with elements direct traffic,
Lead Source with elements organic search.

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 if:

- They spend a lot of time on the website because they find it interesting. We can keep them engaged by making the website more fun and exciting.
- They keep coming back to the website again and again.
- They mostly communicate with us through text messages or chat conversations like SMS or through Olark.
- They have jobs and work during the day.

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 situation, it's important to prioritize alternative methods such as automated emails and SMS. This reduces the necessity of making calls outside of urgent matters. The outlined approach can also be applied to customers who are highly likely to purchase the course.