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

Answer:

- Lead Source with elements Google
- Total Time Spent on Website
- Total Visits

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:

- Lead Source with elements direct traffic
- Lead Source with elements google.
- 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:

If a person spends a lot of time on a website, phone calls must be made to them.

- This can be accomplished by making the website engaging and enticing them to return.
- They can be observed frequently returning to the website.
- Their most recent communication was via SMS or Olark chat.
- They are working individuals.

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:

They should concentrate more on alternative strategies in this situation, such as automated emails and SMS. Calling won't be necessary unless it's an emergency this way. The aforementioned tactic can be applied, but only with clients that have a very high likelihood of purchasing the course.