

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

Ans. These are the most important factors that influence the outcome :

1. Total number of visits
2. Source of Leads with Elements Google
3. Time Spent on the Website in Total

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. Top 3 categorical/dummy variables in the model which should be focused the most in order to increase the probability of lead conversion are :

1. Lead Source with elements organic search
2. Lead Source with elements google
3. Lead Source with elements direct traffic

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. People must be contacted via phone if :

1. They are working professionals in their field.
2. The people who visits the site directly, are the ones most interested , they can be approached first and has the high chance of becoming the possible customer.
3. Their most recent activity is a text message or an Olark chat conversation.
4. People are coming back to the website again and again, be it via ads or directly.

Above are the examples, to the interns to approach first, so that the leads can 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.

Ans. In this situation, companies should concentrate on other tactics such as automated emails and SMS. This way, unless it's an emergency, you won't have to call. The aforementioned method can be employed with consumers who have a high probability of purchasing the course.