

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

Ans: The top three variables in my Model which contribute most towards the Probability of Lead getting converted are, Total Visits, Total Time Spent on Website & Page Views per visit.

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: The top three categorical variables are A free copy of mastering the interview, Receive more updates about our courses

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: The strategy should be to clearly explaining with data about the benefits of the students /Prosperity & growth /differentiate X educations compared to others

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: To make the system more reliable and efficient ,the employee should now focus on retaining the customers by capturing the data of customer feed back ,areas of improvement