

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

Ans. In my model I have taken 2 variables Total Visits and Converted . Through these two I would come to know , as per visits which are converted

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. As per the model , dummy variables could be Lead Source, Lead Origin and Country

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 At this stage, they should keep watch on people visiting the websites frequently and try to reach them to clear there doubts and convert leads..

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. At this point of time ask the sales team to keep watch on the converted leads if they require some help and whenever they receive a call from any converted leads ask them to provide some other informations of the people want to enroll and prescribe the converted leads the benefit they can get if they enroll some other people in X company.