

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 elements in your model that have the greatest bearing on whether a lead will actually be converted are: Total visits to the website, time spent with the elements, and lead source Google

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 category variables and dummy ones are as follows: - Lead Source using Google components Lead Source with elements of direct traffic Source of leads using organic search components.

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. If someone spends a lot of time on the website, which might be increased by keeping them interested and encouraging them to return, they must be called by phone.

They routinely visit the website, as seen.

They had most recently chatted via SMS and Olark chat. They are those who hold jobs.

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. They should concentrate more on unconventional methods like automated emails and SMS in this situation. In this way, unless there is an emergency, you won't actually need to call.

Only customers with an extremely high likelihood of obtaining the course are eligible for the aforementioned process.

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