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

Answer:

* Total time spent on website.
* Total number of visit.
* Lead source with elements google.

1. 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 google.
* Lead source with elements direct traffic.
* Lead source with elements olark chat.

1. 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:

* They spend a lot of time in the website and this can be done by making the website increasing and thus bringing then back to the site.
* Working professionals.
* Surfing website repetitively.
* Last activity is through SMS or Olark chat conversation.

1. 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: Need to focus on method like automated emails and push SMS. The above strategy can be use the customers that has a high probability of enrolling the course.