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

Answer: a) **TotalVisits –** Positively correlated with target variable as higher number of visits to website ensure higher probability of getting converted

b) **Total Time Spent on Website -** This is also positively correlated with Converted as high amount of time spent on website leads to higher probability of customer getting converted

c) **Page Views Per Visit** - Important feature variable as it helps XEducation to understand customer behavior and preference

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?

Answer: a) Lead Origin_Lead Add Form
b) Lead Source_Olark Chat
c) Lead Source_Welingak Website

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.

Answer: a) Create KPI's to track certain columns on a frequent basis to assess traffic – for example rank order Page Views Per visit, Total Visits and Total Time Spent on Website, this gives you a sense of which offerings or which components of the website are being the target. Try to look at Average or Median of these three variables.

b) Filter above KPI's for Specialization, Current Occupation and Lead Profile on same frequency basis to identify customer pool

c) Basis their last Activity status – push email or SMS notification to this pool of customers

d) Send out customized notifications to this pool of customer basis their Search history, requirement for retention and conversion

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.

Answer: a) Update current call list to include relevant customer pool and reduce making calls to unimportant leads

b) Include a control check step before dialing any number where you check what is the specification mentioned by customer in 'Do not Call' variable to a void regulatory intervention

c) Make sure to exclude 'Unemployed'/'Student'/'Old + dependent' to avoid making calls to false positives