

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

Ans : Following are the top three variables which constitute the most towards the probability of a lead getting converted :

1. Total Visits
2. Total Time spent on the Website
3. Pages view 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 : 1. Total Visits
2. Total Time spent on the Website
3. Lead origin from type form

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: Given the time duration of 2 months & 10 interns around, They have ample time to call all the potential customers and convince them to take up the course, Following are the strategies to be implemented:

1. Call all the potential customers & ask them why they are interested in the course.
2. Take the background of each customer, and relate the aim of the course with their personal goals.
3. From the model, for each customer: take the variables that plays the key dominance in the allocation of the course towards them & make some strong points in relevance with the key variables in correspondence with the course aim & goals.
- 4 . The number of customers should be divided equally within the interns , and should be given the above guidelines to be followed .

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 : During the quarter before the deadline , the company has very less time in its hand .So it is of utmost importance that is concentrate more on specivity , and the highest specivity is seen on the probability of 0.9 but also keeping in ming the accuracy and sensitivity we should go for the probabity of above 0.7 , this will narrow down the targeted customers to a huge level which will consume less time and we can focus only on the customers having very high probability of conversion.