

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

Answer: The top three variables are:

- a. Total Time Spent on Website
- b. Lead Origin_Lead add form
- c. Lead Source_Welingak website

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: The top three categorical variables are:

- a. Lead Origin_Lead add form
- b. Lead Source_Welingak website
- c. Last Notable Activity_Sms sent

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: The interns should make call to:

- a. Those customers who spend most of their time on website. One way to attract more customers would be by making the website more engaging so that they spend more time exploring all features and visit the website more frequently.
- b. Those customers whose lead origin is lead_add form.
- c. Those customers who are visiting website through Source_Welingak and using Olark chat
- d. Also last activity through SMS should be considered.

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: In such cases:

- a. an automatic response email can be shared, to those who are visiting the website.
- b. An auto generated form (google form/ typeform etc.) can be asked to fill to filter out those who are willing to take up the course.
- c. Chatbots can be used to provide additional information about which the customer is most interested in.