

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 3 variables contributing most towards the result

1. **Total Time Spent on Website**
2. **Total Visits**
3. **Lead source**

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:** Top 3 Dummy variables to increase probability are as follows:

1. Lead Source (Google)
2. Lead Source (Direct Traffic)
3. Lead Source (Olark chat)

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:** Phone call should be done to people qualifying following criteria for maximum conversion:

- ✓ They are working Professionals
- ✓ They spend a lot of time on the website
- ✓ They are seen coming back to the website repeatedly
- ✓ Their last activity is through Olark chat conversation or SMS

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 this time, the sales team should focus on attention grabbing emails(automated/ personalized email with a human touch) provided the customers fall under above explained criteria and the chances of conversions are high. Once the email has been rolled out, a SMS with a reminder will help push the customer to buy the course and last resort will be call.