

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

Ans. Top three factors in your model that most influence the likelihood that a lead will indeed be converted: -

- ✚ Total Website Visits as well as Time Spent
- ✚ With elements, Lead Source Google

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. The leading three category and dummy variables: -

- ✚ Lead Source using Google's components
- ✚ Lead Source with direct traffic components
- ✚ Lead Source with Organic Search Elements

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. People must be contacted via phone if: -

- ✚ They spend a lot of time on the website, which might be expanded by keeping them interested and enticed to return.
- ✚ They are frequently seen visiting the website.
- ✚ Olark chat and SMS were the two ways they most recently communicated.
- ✚ They are people who are employed.

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. In this circumstance, they should focus more on nontraditional techniques like automated emails and SMS. This way, you won't really have to call unless it's an emergency. Only clients that have a very high possibility of acquiring the course are qualified for the aforementioned methodology

*****THE_END*****.