

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

The top 3 variables that contribute towards the lead conversion results are:

- What is your current occupation
- Total Time Spent on Website
- Total Visits

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?

Top 3 Categorical/Dummy variables to increase the probability of lead conversion are:

- Lead Source with elements google.
- Lead Source with elements direct traffic.
- Lead Source with elements organic search.

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.

They should make phone calls to people if:

- They keep returning to the website.
- They spend a lot of time on the website. This can be encouraged by making the website more engaging to bring them back.
- Their last activity was through SMS or Olark chat.
- They are working professionals.

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.

In this situation, the company should focus on other methods like automated emails and SMS to reduce the need for phone calls, unless it is necessary. Here is the strategy they should follow:

- Prioritize customers who have an extremely high chance of buying the course like employed professionals.
- Avoid focusing on unemployed leads as they may face budget issues.
- Do not target students, as they might be busy with exams and lack the time to consider the course.