

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

Ans: This are the top three variables that contributes towards lead getting converted are:

- Total time spent on the website
- Lead source with elements google
- 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?

Ans: Top 3 dummy/categorical variables to increase the probability of lead conversion are:

- Lead source with elements organic search
- Lead source with elements google
- Lead source with elements direct traffic

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: The call should be made if it follows the below condition:

- They are working professional
- They are coming back to website repeatedly
- Their last is through SMS or EMAIL
- They spend a lot of time in the website and this can be done by providing free introductory class or sample class to keep the website interesting and increase stickiness of the website.

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: The X Education can opt for automated email and SMS as we have seen through our analysis that these two sources is the highest as last activity of the customer. So, this way sales team will not be engaged in send unnecessary mails and SMS to the customer. And when leads are generated as hot only those calls can be made by the sales team this will minimize their sales activity and focus on new work.