

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

Ans: A) Total Time Spent on Website;

1. Positive contribution
2. More time spent on website, more is the probability of the lead converting into a customer

B) Lead Source_Reference;

1. Positive contribution
2. There is a greater chance that a lead will convert if it comes from a reference since referrals offer guarantees from friends and current users who can be trusted in addition to rewards. These leads should be the sales team's main priority.

C) What is your current occupation_Student;

1. Negative contribution
2. It is unlikely that the lead, if already enrolled in a course, will enrol in another one intended for working professionals. These leads shouldn't be the sales team's primary emphasis.

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:

1. Lead Source_Reference
2. Lead Source_Social Media
3. Lead Source_Olark Chat

It would seem that the Lead Source plays an important role in scouting for leads with a higher chance of converting.

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:

1. Target leads who visit the X-Education website frequently (Page Views Per Visit)
2. Target leads who spend a lot of time on the website (Total Time Spent on Website). Still, given the volume of visits, it's possible that people are coming back to compare courses from the other sites. Thus, the interns ought to be a little more assertive and make sure that any areas of competition where X-Education excels are clearly marked.
3. Focus on leads that came from references as they are more likely to convert. Although students can be contacted, because the course is industry-based, their conversion rate will be lower. This, however, may also serve as a driving force to guarantee that they are prepared for the workforce by the time they finish their

schooling.

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:

1. Avoid concentrating on unemployed leads. They might not have the money to pay for the course.
2. Don't concentrate on the students because they are already in school and wouldn't want to join up for a course meant specifically for working professionals at such an early stage of their careers.