

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

The variables are:-

- a) Total Time Spent on Website
- b) What is your current occupation\_Working Professional
- c) Do Not Email/Lead Origin\_Lead Add Form

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?

The top 3 categorical variables are:

- a) Lead Source\_Welingak Website
- b) Last Activity\_Converted to Lead
- c) 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.

A good strategy could be:

- a) If a person spends a lot of time on a website, phone calls must be made to them. This can be accomplished by making the website engaging and enticing them to return.

- b) They can be spotted frequently visiting the website.

- c) Their most recent communication was via SMS or Olark chat.

- d) They are employed as 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.

The strategy to be employed at this stage are as follow:

- a) Concentrate on a select group of lead audiences and reject less likely to convert leads.
- b) Put more emphasis on alternate approaches like SMS and automated emails. By doing this, we can avoid making calls until we are certain the lead will be converted.