

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

Answer Top 3 variables which contribute most would be

1. Total Time Spent on the Website
2. Total Visits
3. Lead Source with elements Google being highest followed by Direct traffic

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?

Answer. The top 3 Categorical/Dummy variables to increase probability are:

- Lead Source with elements google.
- Lead Source with elements of direct traffic
- Lead Source with elements of 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.

Answer Targeted marketing and customized telephonic conversations could be made to the people who

- ✓ Have spent a lot of time in the website & keep returning back to the website multiple times
- ✓ Had their most recent action via SMS or an Olark chat session.
- ✓ are working professionals

Discount coupon codes for who has at least initiated the chat or sent SMS

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.

Answer – In this situation, they should concentrate on other tactics such as automated targeted emailer campaigns to the right customer segment (especially to the one who has spent considerable amount of time in website / who has initiated a chat or SMS)