

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

Ans: These are the top 3 variables that contribute towards the result based on high Coefficient factor

1. TotalVisits (11.148912)
2. Total Time Spent on Website (4.422291)
3. Lead Origin\_Lead Add Form (4.205123)

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: These are the top 3 categorical/dummy variables that should be focused the most

1. Lead Origin\_Lead Add Form
2. Last Notable Activity\_Unreachable or Last Activity\_Had a Phone Conversation
3. What is your current occupation\_Unemployed

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 Sales team needs to target the people based on below criteria.

1. The people who all are visiting the site and spending maximum time.
2. Connect the people where earlier a phone conversation happened but didn't enroll for any course yet
3. People belongs to category Unemployed/ Student category as they might be looking for any courses to upskill their skill set and looking for Job opportunities out of that.

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: In this condition they need to generate the automated emails and SMS based on their activity such as people spending time on Website, any who used Olark Chat, reach out the people who submitted their query in website, etc. This way calling won't be required unless it is an emergency. The above strategy can be used but with the customers that have a very high chance of buying the course.