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

Ans. i) Total Time Spent on Website : Higher the time spent on the website ,higher the probability of the lead converting into a customer

ii) Lead Source\_ Reference : If the lead source is reference, then there is a higher probability that the lead would convert into customer.

iii) What is your current occupation\_Working Professional : If the lead is working professional then there is higher probability of converting into customer.

1. 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. a) Lead Source\_Reference

b) Lead Source\_Welingak Website

c) What is your current occupation\_Working Professional

1. 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 the leads that spend a lot of time on X Education site

2) Target the leads that come through references as the have higher probability of converting to customer.

3) Targets the leads that are working professionals as the course is industry based.

4) Target the leads that visit the X Education site repeatedly.

1. 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)Do not focus unemployed leads, they might not have budget to spend on course.

2) Do not focus on students, they are already studying and will not be willing to enroll in the course.