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

Answer –

1. What is your current occupation\_unemployed
2. Time spent on website
3. Total visits

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?

Answer = olark chat, organic search, direct traffic, and google leads

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.

Answer –

Phonecall should be made if they are unemployed , keep coming back to the website , their last activity is through sms or olark chat converstation .

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.

Answer - In such cases focus should be on using the methods like SMS or automated emails.Calling needs to be done only in case of any urgency.above startegy should be used only with the people who have higher chances to buy the course .