

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

Answer: TotalVisits, Total Time Spent on Website, and Last Notable Activity_Had a Phone Conversation are the three top variables which contribute most.

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: Last Notable Activity_Had a Phone Conversation, Last Notable Activity_Unreachable, and What is your current occupation_Working Professional are the three categorical variables in the model which should be focused the most.

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: compare the latest data set with 5 months old data set, so we will get recent people and try to list out the people who are regular to the site checking and who spend more time, and assign those interns to call them to get converted.

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: Once we get a list of people who has more probability to get converted, target those customers and send email, sms but make sure it must not be a spam, also try to create some coupons to those set of people so that will give bit more chance to get enrolled.