

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

Ans: Lead Source Reference:

- If the source of lead is a reference, then there is a higher chance of converting into a customer as they already trust.

Total time spent on website:

- Users who spend more time on the website have a higher chance of interest and can be converted into a customer.

Current Occupation Student:

- If the lead is a student, there are less chances that they will take courses which are designed for working professionals.

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:

- Lead Source Reference
- Total time spent on website
- Lead Source Olark Chat

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:

- Targets leads which spend more time of website, also those who visit the page repeatedly.
- Leads who have come through reference also has a high probability of converting, so should be targeting those.

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:

- Students who are already studying would not enroll in the course as it is for working professionals.
- The leads which are unemployed, may not have the finances for the course.