

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

Ans: Below are the variables

1. Last Activity
2. Lead Score
3. Specialization

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: Below are the list of categorical/dummy variable

1. Lead Origin_Lead Add Form
2. Lead Source_Olark Chat
3. Last Activity_Had a Phone Conversation

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: Company should give the models to the interns and ask them to call repetitively and explain them the benefits of course that how it can help them in their career. Train the interns how to select whom to call based on the models outcome. Ask them to send SMS also to them for the same.

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: Company should not focus on students who will not be interested in the course designed for working profession, even they will not have budget or time to spend on the course. Company should focus on those whose has spend more time on website.