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

ANS- These are top three variables in our model that contribute towards the result

1. Total time spend on websites
2. Page views per visit
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?

ANS- Top three dummy variables to increase the probability are:

1. Lead source with elements direct traffic
2. Lead source with elements organic search
3. Lead source with elements google
4. 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- Phone calls should be done to the people if:

1. People are professional workers
2. They are visiting the website frequently
3. Their recent activity is through Olark chat conversation or through SMS

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 on the students as they are already studying and would not be willing to enroll into the course.

1. Should not focus on unemployed leads as they will not be able to afford the course.
2. Automated emails and calls can be the better solution for this.
3. Should also look after the customers who are highly willing to buy the course.