

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

Ans: Top three variables in your model which contribute most towards the probability of a lead getting converted:

1. Total Time spent on the website
2. Total number of visits
3. Lead Source

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: top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion:

1. Lead Source with element Google
2. Lead Source with element Direct Traffic
3. Lead Source with element Organic Search

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: Phone call should be made to people if:

- a. They spent a lot of time on website
- b. They have a large numbers of visits on the website
- c. They should follow the leads coming from google, direct traffic, Organic search and Welingak website
- d. When their last activity is through SMS or olark conversion
- e. Current occupation is working professional

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 follow below strategy:

- a. Automated email and SMS
- b. Automated phone calls to potential buyers