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

Answer:

Total amount of hours spent on the website:
1. A constructive input.
2. A longer stay on the website increases the likelihood that a lead will become a customer.
The sales team ought to concentrate on these leads. Principal source-citation:
1. A constructive input.
2. There is a greater chance that a lead will convert if it comes from a reference. This is because referrals offer cashbacks in addition to guarantees from friends and current users, who are typically trustworthy. The sales team should concentrate on generating these kinds of leads.
What do you do for a living now, student?
1. A detrimental input.
2. The likelihood is that if the lead is already enrolled in a course, they won't enroll in another one intended for working professionals.
3. Sales staff shouldn't concentrate

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:

1. Heading Source Citation 2. Primarily, social media
3. Oversee the Olark Source chat. It appears that finding leads with a better likelihood of conversion is aided by the lead source.

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 wantalmost 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:
1. Focus on prospects who visit the X-Education website frequently (total time spent on website).
2. Target leads with a high page view count per visit to the website. Nonetheless, given the volume of visits, it's possible that people are coming back frequently to compare courses from the other websites. Thus, the interns ought to be a little more assertive and make sure that competitive points—where X-Education is superior—are emphasized.
3. Focus on leads that came from referrals since they are more likely to convert.
4. Although students can be contacted, the industry-based nature of the course will reduce their likelihood of converting. But this might also serve as a driving force for ensuring industrial readiness by the

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:
1. Avoid concentrating on jobless leads. It's possible that they don't have enough money for the course.
2. Don't concentrate on the students because they are already in school and wouldn't want to start a course so early in their careers that is specifically meant for working professionals.