

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

Ans:Landing page submission, lead source - google and, for who's saying will revert after reading the email

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:Total time spent in website, lead source google , and last activity Olark chat 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: Total Time Spent on Website:

Positive contribution

Higher the time spent on the website, higher the probability of the lead converting into a customer.

Sales team should focus on such leads

Lead Source_Reference:

Positive contribution

If the source of the lead is a Reference, then there is a higher probability that the lead would convert, Who's are Professionals for upgrading their skills - Sales team should focus on such leads

What is your current occupation_Student:

Negative contribution

If the lead is already a student, chances are they will not take up another course which is designed for working professionals

.dont focus on such leads

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:Yes making Camping, for the X education offering the different courses through templates and flyer , google forms.

Do not focus on unemployed leads. They might not have a budget to spend on the course
Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure