

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

Answer : The top 3 numerical variables that contributes most towards the probability of a lead getting converted are:

Total Time Spent on Website and number of categories are 1731.

Page Views Per Visit and number of categories are 114.

Total Visits and number of categories are 41.

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: 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 are:

Google = 2868

Direct Traffic = 2543

Olark Chat = 1755

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.

Answer: The Phone calls should be done to people if :

They spend lot of time in the website .

They are seen coming back to the website repeatedly.

They are working professionals.

Their last activity is through SMS or Orkut chat conversation.

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 : In this condition they need to focus more on other methods like sending automated mails and SMS. By this way calling wont be necessary unless the chances of buying the course is very high by the customer.