

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

**ANS→**

Top 3 variables that contribute towards the result are as follows:

- a) Total time spent on website.
- b) Page views per visit
- c) Total Visits

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 that that should be focused most in order to increase the probability are as follows:

- a) Lead source with elements google
- b) Lead source with element direct traffic
- c) Lead source with element Olark chat.

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 calls to be done to those peoples:

- a) If they are working professionals
- b) If they are visiting profile repeatedly
- c) If their last activity occurring via SMS or Olark chat.
- d) If they are spending significant amount of time on website

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→**

If company's strategy is not to make phone calls, there are several ways they can go with, like SMS and emails. This strategy will work with most significant customers who are strongly willing to buy a course. In this way company can save their time by not making calls and emails.