

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

Ans: Please find below top three variables for the lead getting converted:

- a. Total Number of Visits
- b. Total Time Spent on Website
- c. When the Lead Source is Google

- 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: Please find below top 3 categorical/dummy variables:

- a. Lead Source is Google
- b. Lead Source is Organic search
- c. Lead Source is direct traffic

- 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 done to the following category of persons:

- a. The occupation of the person is working professional
- b. The last activity is through SMS or through Olark chat conversation
- c. Spent most of the time in the website and repeated visitors of the 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: As we have observed from our analysis, phone call is should not be done unless it is extremely necessary. We can view the persons whose last activity is through SMS or Olark chat conversation and we can call to those customers who have a very high chance of buying the course.