

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

Ans : Top three feature variables which contribute most are as below.

- a. Total Time Spent on Website
- b. Last Activity_SMS Sent
- c. Tags_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 : Top three dummy variables which should be focused most are as below.

- a. Tags_Will revert after reading the email
- b. Tags_Ringing
- c. Last Activity_SMS Sent

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 must be scheduled if :

- a. They spent a lot of time on website and a call can help them to provide more information and bring them back to website and convert the lead.
- b. If their last activity is through SMS or Olark chat conversation
- c. If they are working professional or student
- d. If they are repetitively visit 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 : In this situation company executives should focus more over Emails and SMS or Olark chats. They should avoid phone calls if not much necessary. This strategy can be used with customers with high chance of conversion.