

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

• ANS :

- As per my understanding the top three variable are the total visits, total time spent on website and the page views per visit would highly impact in the conversion of the leads.

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 :

- Lead Source_Reference
- Lead Source_Social Media
- Lead Source_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 :

- Target leads that give plenty opportunity on X- Education spot (Total Time Spent on Website) Target leads that again and again visit the scene (Page Views Per Visit). However they maybe again visiting to equate course s from the added sites, as the number of visits maybe for that reason. So the interns concede possibility be some more aggressive and concede possibility guarantee ambitious points place X- Education is better, are strictly emphasize. Target leads that have accomplish goal References as they have a greater chance of adapting Students maybe began, but they will have a lower contingency of changing on account of the course being manufacturing located. However, this can further be a stimulating determinant to guarantee manufacturing eagerness for one opportunity they complete their instruction.

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 :

- Do not devote effort to something idle leads. They power not have a budget to give on the courseDo not devote effort to something juniors, because they are before learning and would not be disposed to enlist into a course specific for occupied artists, so early in the ownership