

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

Ans: Below three variables are the top variables which contributed most towards the probability of a lead getting converted.

- TotalVisits
- Total Time Spent on Website
- Lead Origin\_lead add form

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?

- Lead Origin\_lead add form
- Lead Source\_olark chat
- Lead Source\_welingak website

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: Outgoing calls made to customers if:

- If they spend a good amount of time of the website.
- If they are coming repeatedly to the website and browsing through the courses.
- If they are working professionals
- In case last activity of customer is through olark chat or SMS.

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.

- Other than working professionals we can call an offer discount to customers who wanted the course but unable to join due to fund issues.
- We can work on students and offer management/communication skill courses along with main course to convert more leads.