

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

Answer: The top variables that contribute towards the result are:

1. Total Time Spent on Website
 2. Total Visits
 3. Lead Source with elements Google
2. **Q.** What are the top 3 categorical/dummy variables in the model which should be focused the most to increase the probability of lead conversion?

Answer: Top 3 categorical/dummy variables to increase probability are:

1. Lead Source with elements google
 2. Lead Source with elements direct traffic
 3. Lead Source with elements organic search
3. **Q.** X Education has a period of 2 months every year during which they hire some interns. The sales team has around 10 interns allotted to them. So, during this phase, they wish to make the lead conversion more aggressively. So, they want almost all 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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Answer: The sales team must call people if they:

1. Spend a lot of time on the website. X Education must attract people by making their website interesting and this might bring people back to the website.
 2. Seen coming back to the website frequently.
 3. The last activity is done through Olark chat conversation.
 4. Working professionals.
4. **Q.** 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 is extremely necessary, i.e., they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

Answer: The sales team must focus on other strategies like automated emails and SMS. In this case, the sales team will not call the customer unless there is an emergency. This strategy can be used with customers that have a very high chance of buying the course.