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

Ans:

· Lead Profile_Unknown
· Lead Source_Olark Chat
· Last Activity:
    1. SMS Sent
    2. Olark Chat Conversation

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:

Total Time Spent on Website
Lead Origin_Lead Add Form
Last Activity_Olark Chat Conversation
Last Activity_Had a Phone Conversation

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:

Call customers if they:
    1. Have a lead source Unknown
    2. Have recently sent an SMS
    3. Have used Olark chat to discuss something
    4. Based on the total time spent on the website (the higher the better)

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:

Once the goal is met, The company can start communicating with customers using SMS and Olark chat, this makes the likelihood of the customer making a purchase higher and the sales team can simultaneously focus on the other task in hand.