

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

The top three variables in our model which contribute most toward the probability of a lead getting converted are the following:-

- a. Total Time Spent on Website**
- b. Total Visits**
- c. Page Views Per Visit**

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?

The top three categorical/dummy variables on which attention should be concentrated in order to increase the likelihood of lead conversion are as follows:

- a. What is your current occupation –Working Professional**
- b. Lead Source\_Olark Chat**
- c. Lead Origin –Lead Add Form**

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.

Our new interns must make phone calls to people by checking categories after studying the EDA results.

- a. Company should make calls to the “Working Professionals” as they are more likely to get converted.
- b. Their Last Activity is through SMS & Email Opened can be targeted
- c. Who visits websites repeatedly or Who spend much time on the website and this can be done by making the website easier and more informative.

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.
  - a. The above strategy can be used but with the customers that have a very high chance of buying the course.
  - b. They should concentrate on SMS and automated emails rather than phone calls, unless an emergency arises.
  - c. The lead score can be used as a foundation for prioritization. Targeting is possible for leads with a lead score of more than 80%.
  - d. The lead score can be used to determine priorities. Targeting is possible for leads with a lead score of at least 80%.
  - e. Leads who provided their contact information via the website or email but who are either "Busy" or "Ringing," that is, not returning calls, can also be ignored because they are less likely to convert.