

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

Ans: The top three variables are:

- Last Activity
- Lead Source
- Current Occupation

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: top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion

- Total time spent on Website
- Current occupation_Working Professional
- Last Activity_Page Visited on 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: Phone call can be introduced to the people

- Who spent more time on the website
- Last activity is Olark chat conversation
- Email linked clicked
- Working professionals

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: They can introduce chat bot options where users can chat and select their options. Based on the selections, phone calls can be made. Some tutorials can be provided along with a feedback form. If user provides good feedback, calls can be made.