

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

Answer: Top three variables in our model are -

1. The total time spend on the Website.
2. Total number of visits.
3. Lead Source

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?

Answer: Top three categorical variable in our model are -

1. When the source was Google
2. Direct Traffic
3. Organic Search

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.

Answer: Phone calls must be made in case -

- They spend a lot of time on the website
- They are seen coming back to the website repeatedly
- Their last conversation was via chat
- They are 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.

Answer: In this condition more emphasis must be given on the data collection and correction aspect, this can be achieved by preparing and sending out questionnaires that can be better targeted to fill in the gaps in the information and help make the model predict better.