

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:

- Lead source
- Total time spend on website
- Total visits.

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: Lead source elements with direct traffic

Lead source elements with google

Lead source elements with olark 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: Phone calls to be done to those

- Who are working professionals.
- Who repeatedly visits the website and show interest.
- Their last activity is through sms or olark chat conversation.

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: Automated email and SMS can be the solution to this scenario to avoid making unnecessary calls.