

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

A: The top three variables are as follows:

- Time spent on the website: Higher time spent on website higher is the chances of the lead to convert.
- Lead source - reference: When a lead is through reference it has a higher chance of converting.
- What is your current occupation – student: If the lead is a student there is a very less chance he/she will take up any other course.

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?

A: The top three dummy variables are as follows:

- Lead Source – Reference
- Lead Source – Social Media
- Lead Source – Olark Chat

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.

A. A good strategy is as follows:

- A: Target Leads that have come via Reference as they have higher chance of converting
- Leads spending more time on website also has a higher chance of converting so they should be nurtured in time before they go to another website for the same
- Can target students; saying by doing this course they can be industry ready once they finish their studies

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 strategy is as follows:

- Unemployed need not be targeted at this juncture

- Need not call students as they are busy with their studies and might not be interested