

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

Ans:

1. Lead Origin (Lead with add form),
2. Total Time Spent on Website and
3. What is your current occupation (from Working Professional class)

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:

1. Lead Origin (Lead with add Form)
2. What is your current occupation (from Working Professional class)
3. Last Notable Activity (from Olark Chat Conversation class)

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 the hot lead people with lead score >60. They can be:

1. Leads with add form
2. Customer who spent highest time on website
3. Working Professional
4. Customer Active in 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:

In such case they can focus on automated mail and SMS. They can make the website more attractive with some offers.

During this time, they can call only those lead with lead score >90