

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

[Answer]

The top 3 variables are listed in the table below along with their relation

Feature	Relation
Total Time on Website	Positive
Lead Source_ Ref	Positive
current occupation_ Student	Negative

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]

The top 3 categorical variable in our model, which the X Education company should focus on are listed in the table below with their co-efficient.

Variable Name	Co-efficient	Importance (in %age)
Tags_ Lost to EINS	9.194818	100
Tags_ Closed by Horizzon	7.978850	86.77
Tags_ Will revert after reading the email	3.990641	43.40

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 done if:

- They spend a lot of time in the website and this can be done by making the website more interesting and thus bringing them back to the website
- They are seen coming back to the website repeatedly
- Their last activity is through SMS.
- They are either unemployed

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, they need to focus more on other methods like SMS or automated e-mail. This calling won't be required unless it is an emergency. The above strategy can be used but with those customers that have a very high chance of buying the course.