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

Answer:

Total Time Spent on Website
Total Visits
Lead source Reference

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:

Lead Source Google
Lead Source Organic search
Lead source Reference

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:

In the following situations phone calls must be done to people:
1. if they spend a lot of time on the website
2. Visiting the website multiple times
3. If 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 stage, they need to communicate through SMS and emails and focus mainly on employed people rather than unemployed and students