

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

Ans. The top 3 variables that contribute towards the result are:

- Total Time Spent on Website
- Total Visits
- Lead Source - Google

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. The 3 categorical/dummy variables in the model to increase probability are:

- Lead source – Google
- Lead source – Direct Traffic
- 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.

Ans. The sales team should focus on people if:

- They are working professionals
- Their last activity is through SMS or Olark chat conversation
- They are revisiting the website.
- They are visiting the website more by making it informative and interesting.
- They are unemployed then better deals or offers can be provided to them, or they can be explained about the placement assistance.

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. The team can probably connect with prospects over mails and SMSs. They can also engage by conducting seminars. They will then be able to tap on the interest of potential leads as they are the ones with higher conversion probability.