

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

**Answer:** The top three variables in your model which contribute most towards the probability of a lead getting converted:

- Total time spent on website
- Total visits
- Lead source with 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?

**Answer:** The top 3 categorical/dummy variables:

- Google
- Direct traffic
- Organic search

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:**

- Focus on contacting the group: Working professionals
- Focus on activity: SMS or Olark chat conversation
- Focus on customer have a lot of time in the website.

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:** If we do not limit phone calls, we can focus on other options such as SMS or email. The use of these options helps to keep in touch with customers to continue, and to be able to listen to new requests from customers.