

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

Ans: Total Time Spent on Website:

- This gives a positive contribution
- Higher the time spent on the website, higher the probability of the lead converting into a customer
- Lead Source_Reference:
 - This gives a positive contribution
 - If the source of the lead is a Reference, then there is a higher probability that the lead would convert, as the referrals not only provide for cashbacks but also assurances from current users and friends who will mostly be trusted.
- What is your current occupation_Student:
 - This shows a negative contribution and so sales team should not focus on this lead.
 - If the lead is already a student, chances are they will not take up another course which is designed for working professionals.

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:

- Lead Source_Reference
- Lead Source_social Media
- 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 interns should refer to below instructions if they want all the potential leads to be converted:

- Target those leads that spend a lot of time on X-Education site (Total Time Spent on Website)
- Target the leads that repeatedly visit the site (Page Views Per Visit).
- Target the leads that have come through References as they have a higher probability of converting.

- Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education.
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:

- Focus on working professionals leads as they will be more inclined to choose the course suitable for them.
- Do not focus on unemployed leads as they might not have budget required for the course. Also, do not focus on students as they are still studying.