

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

Ans: Below are the top 3 variables that contribute towards 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?

Ans: Top 3 categorical/dummy to increase probability are:

- Lead source with Google
- Lead Source with elements direct traffic
- Lead Source with elements 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.

Ans: Phone calls must be done to the people if:

- They spend more time on the website and this can be done by making the website more interesting. So that bringing them back to the site.
- They are seen coming back to the website repeatedly.
- Their last activity is through SMS or thorough Olark chat conversation.
- 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.

Ans: In this case, maybe they can use other communication methods such as automated emails and SMS.