

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

Answer: The variables 'TotalVisits,' 'Total Time Spent on Website,' and 'Page Views Per Visit' are crucial factors that greatly influence the likelihood of lead conversion. These variables provide insights into the level of engagement and interest shown by the leads, ultimately affecting their conversion potential. By analyzing and understanding these variables, we can better prioritize and target our efforts towards the most promising leads for improved conversion rates.

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 three categorical/dummy variables that have a significant impact on increasing the probability of lead conversion are:

Organic Search
Direct Traffic
Google

These specific lead sources have shown a higher tendency to result in successful conversions, making them valuable in optimizing our strategies and targeting efforts towards the most effective channels. By focusing on these variables, we can enhance our chances of converting leads into paying customers.

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: Phone calls should be made to individuals in the following scenarios:

- When they show a high level of engagement on the website, indicating their interest. To achieve this, we need to create a captivating website that encourages them to revisit.
- When they repeatedly visit the website, demonstrating sustained interest in our offerings.
- When their most recent activity involves SMS or engaging in an Olark chat conversation, indicating active communication.
- When they are identified as working professionals, as they are more likely to be potential customers who can benefit from our services. Initiating phone calls in these scenarios can help establish personal connections and further nurture their interest.

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: It is recommended to utilize alternative methods like automated emails and SMS for communication purposes. Phone calls should be reserved for urgent matters only. While the mentioned approach can still be implemented, it should be primarily focused on customers who have a high probability of purchasing the course. By targeting these potential customers more strategically, we can maximize the effectiveness of our communication efforts.