

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 in the model which contributed most towards the probability of a lead getting converted are as follows:

- Total time spent on a website
- A lead source with Google as an element
- Total number of visits to the website

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

Ans: Categorical / Dummy Variables are:

- A lead source with Direct Traffic
- Lead source with organic search
- Lead source with Google Elements.

3. X Education has a period of 2 months every year during which they hire some interns. The sales team 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 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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Ans: The phone calls must be done if.

- People use websites repeatedly.
- People are coming back to the website more often.
- They spend a lot of time on the website.
- Their last activity is through SMS or 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 condition, they need to focus more on other methods like automated emails and SMS. This way calling won't be required unless it is an emergency. The above strategy can be used but with the customers that have a very high chance of buying the course.