

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

Ans 1. Top three variables in model which contribute most towards the probability of a lead getting converted are:-

- 1) Total Time Spent on Website
- 2) Lead Origin
- 3) What is your current occupation

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 2. Top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:-

- 1) Lead Origin_Lead Add Form
- 2) What is your current occupation_Working Professional
- 3) Lead Source_Olark Chat

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 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 3. As all of the potential leads i.e. the customers who have been predicted as 1 should be converted is the best strategy and hence, should be make phone calls to them are:-

- a) Leads came from "Reference "and "Welingak website " should be approached through phone call.
- b) Leads who had "Add form" should be approached through phone call.
- c) Leads whose Last activity and Last Notable Activity is "SMS sent" should be approached.
- d) Leads whose current occupation is "Working Professional" should be approached.
- e) Leads with total high "Time spent on Website " should be approached.

- 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. 4. So to minimize the rate of useless phone calls best strategy is:-

- a) Calls should not be made to leads whose current occupation is not provided or who is not doing job as they may not have financial means to do course.
- b) Leads whose don't want email is obviously not interested so should not be called.
- c) Leads who are already converted to leads.
- d) Leads who has not provided "Specialization"
- e) Leads who are still students should not be called as course is for "working professionals."