

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

**Ans) The top three variables in your model which contribute most towards the probability of a lead getting converted are :**

- a. Total number of visits
- b. The total time spent on the website
- c. When the Lead Source was "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) 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 are :**

- a. Lead Source – "Google"
- b. Lead Source – "Direct Traffic"
- c. Lead Source – "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 to the following categories can be productive:**

- a. Spent most time on the website
- b. Occupation of the person is "Working Professional"
- c. Last activity is through "SMS or through Orkut chat conversation"

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) If we have already reached the target before deadline, you should only make phone calls if it's extremely necessary. You can make use of the above observations for this. That is, make phone call if**

- a. the person spends most of the time in website or if the person is a repeated visitor to the site.
- b. The person's last activity was through "SMS or through Orkut chat conversation".
- c. Or make the phone call only if there is a really high chance of getting the conversion.

**In this way, we can minimize the rate of useless phone calls.**