

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

Ans: - The below given features that are highly impacted towards the result.

- Total Time on Website
- Total Visits
- Lead Source with elements Olark Chat

Q 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 most 3 Categorical/dummy variables to increase the Probability are:

- Lead Source with elements Olark Chat
- Last Activity with elements SMS Sent
- Last Activity Others.

Q 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:- The good strategy is to focus on below Continuous and Categories or dummy variables as these features are impacting more on potential lead to be converted.

- Total Time on Website
- Total Visits
- Lead Source with elements Olark Chat
- Last Activity with elements SMS Sent

And we will not focus on the below features as it is not very relevant on getting a successful lead

- Lead Origin API
- Lead Origin Landing Page Submission

- Lead Origin Lead Import
- Last Activity Email Bounced
- Last Activity Olark Chat Conversation