

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

Sol: These are the main variables that influence the outcome.

1. Total Time Spent on Website
2. Total Visits
3. Lead Source with elements 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?

Sol: The following are the top 3 dummy/categorical variables that increases probability:

1. Lead Source with elements google
2. Lead Source with elements direct traffic
3. Lead Source with elements 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.

Sol: Phone calls should be made to people if:

1. You can keep customers coming back to the website by making it engaging, since this will encourage them to spend more time there.
2. It appears that they are constantly coming back to the website.
3. Their most recent activity is either an Olark chat discussion or an SMS.
4. They're 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.

Sol:

In this case, they should rely more on alternative techniques such as automated emails and SMS. So, unless there is an emergency, there will be no need to contact. When dealing with clients who have a great chance of purchasing the course, this previously mentioned tactic might be utilized.