

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 are :

- a) time spent on website- higher spending time means higher probability
- b) there is a higher probability that lead would convert as referrals due to cash back
- c) if he or she is a student- there is a chance not to take any courses which are designed for professionals.

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 : Lead sources reference  
Lead sources social media  
Lead source olark chat

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 : Target leads that spend most of the time on that site  
Target leads that repeatedly visits the website recently  
Target leads that have come through reference  
Target leads that have work 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 : Focus should not given to unemployed as they may not bear the expenses  
Focus should not given to students as they already study in the college or university