

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

Answer: the top three variables in your model which contribute most towards the probability of a lead getting converted are:

- ✓ TotalVisits
- ✓ Total Time Spent on Website
- ✓ Lead Origin_Lead Add Form

as they have the highest positive coefficient values

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?

Answer: 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:

- ✓ Lead Origin via Lead Add Form
- ✓ Lead Source via Welingak Website
- ✓ Last Activity as a Phone Conversation

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.

Answer: Reaching out via phone calls can be a good strategy if:

- ✓ They spend a lot of time in the website
- ✓ The number of visits to the website is frequent
- ✓ Their last activity was through Olark chat or SMS.
- ✓ Customizing course contents for Students and Unemployed users

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.

Answer: In order to maintain the user retention, they can follow up the users with other alternatives like SMS and E-Mails.