

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

Ans. , The variables 'TotalVisits,' 'Total Time Spent on Website,' and 'Page Views Per Visit' are the variables and factors that play a significant role in determining the likelihood of lead conversion.

- 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. Top 3 categorical/dummy variables to increase probability are Lead Source with elements google, Lead source with elements direct traffic, 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.**

Ans. Phone calls should be initiated with individuals in the following scenarios:

- When they demonstrate a high level of engagement on the website, which can be achieved by making the website captivating and encouraging them to revisit.
- When they repeatedly return to the website, indicating sustained interest.
- When their most recent activity involves SMS or engaging in an Olark chat conversation.
- When they are identified as 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.**

Ans. In such circumstances, it is advisable to use alternative methods such as automated emails and SMS for communication. Phone calls should only be reserved for urgent situations. The aforementioned approach can still be implemented, but it should be primarily targeted towards customers who have a significant likelihood of purchasing the course.