

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

Ans.

The top variables contributing most towards the probability of a lead getting converted are –

- i) Lead Origin
- ii) What is your current occupation
- iii) Lead Source

- 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 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are -

- i) Lead Source_Google
- ii) Lead Origin_Lead Import
- iii) 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.

Phone calls should be done to almost all the potential leads during this time. Phone calls must surely be done if –

- i) They are working professional
- ii) They spend too much time on the website.
- iii) Website should be made user friendly and interesting.
- iv) They are seen coming back to the website repeatedly.

- 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 this scenario, company should make phone calls only to people with over 80% chances to convert into a customer. For the rest they could have automated emails system or automated call or IVR and if the user is interested, they can request for a call back.