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

Ans.) The Top 3 variables that would contribute towards the lead getting converted are below –
  i. Lead Origin_Lead Add Form
  ii. Total time spent on website.
  iii. What is your current occupation_working professional

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 are below:
  i. Lead Origin_Lead Add Form
  ii. What is your current occupation_working professional
  iii. Lead Source_Olak Chart

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.) The Company should try to and do phone calls to the people if:
  i. They identify the origin of the lead from the lead add form and keep adding the people in the lead through this add form.
  ii. They spend a lot of time on the website, and this can be done by making the website interesting.
  iii. They are working professional, and this can be done by giving them good courses option with less duration and recorded sesssions.
  iv. Their last activity is through Olark Chart or SMS

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.) The strategy they should apply is probably they should focus on ways like email – automated emails especially and also on the mobile SMS. If they apply these two methods calling won't be required on urgent basis or until an emergency. This strategy can be used on people who have high chance of buying/enrolling the course.