

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

Top Variables that contributed the most towards the probability of lead getting converted are mentioned below: -

- Total time spends on Website.
- Total Visit
- Lead Source with elements

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?

Top 3 Categorical/dummy variables in the model 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 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.
    - People can spend a considerable time on the website but making the website interactive. This will help with the churn and recall the customer to the website.
    - These leads exhibit a pattern of repeated visits to the website, indicating their continued interest and engagement.
    - Their most recent interaction or engagement with the company occurred through SMS or during an Olark chat conversation.
    - These individuals are employed 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.
    - In such circumstances, it is advisable to prioritize alternative methods such as automated emails and SMS for communication. This approach reduces the need for frequent phone calls unless there is an urgent matter to address. The strategy can be effectively utilized for customers who have a high likelihood of making a purchase.