

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

Ans: Tags, Website_view_time and Lead Origin

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: Tags_Email_sent, Lead Origin_Lead Add Form, Last Activity_Highly Interested

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: Good strategy to consider population who are currently Unemployed/working Professional living in metropolitan cities and leads coming from either direct source or google. This makes sense since unemployed are looking for job and working professional are looking for a transition.

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: During these times one thing we have to keep in mind is not to make calls to learners who already enrolled to this programme. Since the target for that quarter is already met we can reduce 20% fee for couple of days and observe the traffic from which we can identify the population who are interested.