

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

The top three variables in your model which contribute most towards the probability of a lead getting converted are:

- What is your current occupation_unemployed.
- The total time spend on the Website.
- Total Visits.

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?

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:

- When the lead origin was lead add format
- When the last activity was SMS
- When the last activity was Olark chat conversation

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.

Phone calls must be done to people if:

- They are unemployed.
- They spent too much time on the website and this can be done by making the people interested to the website so that they keep coming back.
- They are seen coming back to the website repeatedly.
- They are 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 that situation the company need to focus on other methods of contacting like SMS and e-mails. By this they will not be required to call until it is an emergency. The above strategy can be used but with the customers that have a very high chance of buying a course.