

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

Answer : The top 3 numerical variables that contributes most towards the probability of a lead getting converted are:

- Total Time Spent on Website.
- Page Views Per Visit.
- 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?

Answer: 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:

- Google
- Direct Traffic
- 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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Answer: The Phone calls should be done to people if they :

- spend a lot of time on the website .
- are repeatedly seen coming back to the website.
- are working professionals.
- had their last activity as an SMS or Olark chat conversation.

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 minimise the rate of useless phone calls. Suggest a strategy they should employ at this stage.

Answer : In this condition they need to focus more on other methods like sending automated mails and SMS. By this way calling won't be necessary unless the chances of buying the course is very high.

