

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

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

1. **TotalVisits**
2. **Total Time Spent on Website**
3. **Lead Origin_Lead Add Form**

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 on in order to increase the probability of lead conversion are:

1. **Lead Origin_Lead Add Form**
2. **Lead Source_Olark Chat**
3. **Lead Source_Welingak Website**

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 phone calls must be done to people based on below considerations:

1. They should target people who spend more time exploring their website.
2. They must consider based in number visits to the website.
3. Considering leads responded to filling up Forms, Olark Chat or enquired on websites like Welingak could be a potential leads.

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. They adopt strategies like sending automated emails, asking customers to fill up enquire form on website if interested and SMS. By doing this call cost can be reduced drastically and they can reach out to leads who are really interested and has high possibility of conversion.