Questions and Answers

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

**Ans: -** 1. Total visits

2. Total time spent of website

3. Lead origin with lead add form

1. **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: -** Top three categorical/dummy variables in the model which is focused the most on in order to increase the probability of lead conversion are: -

1. Lead Source\_Welingak Website
2. Last Activity\_Had a Phone Conversation
3. Lead Source\_Olark Chat

1. **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: -** According to do our model the total visits in our website and the total time spent on the website increase the probability for lead conversion. So, the phone call must be made to those people

1. who have spent lot of time on our website and by making the website more attractive which can bring them back to the site and will bring more customers for lead conversion
2. Those people whose last activity is through sms or through olark chat
3. Also, calls should be made to those customers/people who have a greater number of visits in our website
4. Customers who have visited welingak website
5. **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: -** As per the above condition, in order to minimize useless phone calls, we must implement new methods like automated emails and sending repetitive SMS to those customers who have a greater number of visits on the website, spend more time in our website, inquired in welingak website and had a chat with olark chat. So, these are the assertive ways which can minimize the useless phone calls. This strategy can be deployed at this stage.