

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

1. Total Time Spent on Website
2. Lead Source_Reference
3. Lead Source_Other Social Sites

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?

1. Lead Source_Reference
2. Lead Source_Other Sites
3. Last Activity_SMS Sent

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.

1. Spent a lot of time on X Education's website.
2. Lead came via any reference.
3. Lead came via other websites.
4. Lead came via Olark Chat.

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 this situation, they should concentrate more on alternative strategies like SMS and automated emails because they have positive effects on conversion rates. Calling won't be necessary unless it's an emergency this way. The aforementioned method be employed, but only with clients that have a very high likelihood of purchasing the course.