

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

Answer

1. Lead Origin
2. Tags
3. Total Time Spent on Website

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

1. Lead Origin_Landing Page Submission
2. Tags_Will revert after reading the email
3. Lead Source_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 much of such people as possible. Suggest a good strategy they should employ at this stage.

Answer

1. Target leads that spend a lot of time on X-Education site i.e Total Time Spent on Website variable
2. Target leads that repeatedly visit the site i.e Page Views Per Visit variable.
3. Target leads which corresponds to Lead Source Olark chat
4. Target leads which comes from Lead Origin Lead Add Form and Lead origin Landing Page Submission

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.

Answer

1. Target leads that corresponds to Tags_Will revert after reading the email i.e send as much email as possible to increase the chance of conversion according to model.
2. Target leads that corresponds to Last Notable Activity_SMS Sent i.e send as much SMS as possible, as opposed to calls, to increase the chance of conversion according to model Target leads which to Lead Source Olark chat
3. Target leads which comes from What is your current occupation_Working Professional variable as they are more likely to check emails and have official emails. Besides that, all three variables have high positive coefficient according to the model.

