

1. Which are the top three variables in your model that contribute most towards the probability of a lead getting converted?
 - 'Total Time Spent on Website' log odd increase by 1.0514 for every unit of time spent on the website, which signifies interest in the content
 - Lead Origin Lead Add Form - if a customer lead is generated through the channel there is a high chance of being converted as log odds increase by 2.665
 - If it's a working professional log odds of converted increase by 2.6884 compared to other occupation

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?

If it's a working professional log odds of converted increase by 2.6884 compared to other occupation

Last Activity SMS sent. if this is the last activity then the log odds of converting increase by 0.9553

'Last Notable Activity Email Bounced' and Last Notable Activity Unreachable' has a likelihood of conversion, so better try again.

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.

The strategy to follow during these 2 months would be to focus on targeting high-value customers whose score is greater than 43.

Use Interns to make initial calls to provide information to these customers with less scores and are working professionals and regular follow-ups to check content on site-
Strategy to convert low score customers to high score.

Use experienced Salespeople to preach out to high-score customers to ensure resources are correctly used.

Avoid customer leads collected through the Landing page and focus your attention on working professionals.

Recompute the scores again for new leads as we see it's dependent on the total time spent by customers on site as well.

Target these high-value customers to provide a demonstration of the contents.

4. Similarly, at times, the company reaches its target a quarter before the deadline. During this time, the company wants the sales team to also focus on some new work. So during this time, the company's aim is not to 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.

During off-peak season make calls to only high-score customers who are more likely to purchase the course. While plan a reach out drive or arrange for next marketing event though webinar , as we see more time spent by customers with the content more likely is a purchase.