1. Probability of a lead getting converted?

52.87%

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?

1. The total time spend on the Website.

2. Total number of visits.

3. When the lead source was:

* Google
* Direct traffic
* Organic search

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.

The should highlight the benefit of the course especially if the are able to convince the customer that this course will give them better career prospect then the conversion ration will improve significantly.

1. 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.

We see that the customer visiting the site have the best conversion rate. The Ideal strategy would be to improve the brand awareness on social media sites such as LinkedIn highlighting the benefits, career path, industry growth trend blogs which will keep the prospect leads interested in the course and may lead to customers reaching the website to learn about the prospective course. We can try getting their email ID and keep sending link to the blog which will give them information rather than direct selling of the course.