

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

The top three variables in our model which contribute most towards the probability of a lead getting converted are:

- I. Lead Origin from "Lead Add Form "
- II. Lead Source from "Welingak Website"
- III. What is your current occupation as "Working Professional"

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?

The top 3 categorical/dummy variables in the model in the model which should be focused the most on in order to increase the probability of lead conversion are:

- I. Last Notable Activity_SMS Sent
- II. Total Time Spent on Website
- III. 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.

The good strategy is to:-

- Calls people who are existing customers and asking them to refer their friends and family, also provide them referral bonus or discount on courses.
- Calls people who have higher Lead Score assigned through the logistic regression model
- Calls people who are originating from Add form or from "Welingak Website"
- Calls people who are working professionals
- Calls people whose last notable activity is SMS sent
- Calls people who spend a lot of time in the Welingak website and this can be done by making the website interesting and thus bringing them back to the site and also adding chat or call feature within the website so they can reach out to the customer service representative for course related details
- Calls people whose source is "Olark Chat" option. Provide them details and offers.
- Calls people whose last activity is "unsubscribed" to understand why they unsubscribed and make them comfortable about the course and what it has to offer. Also offer discounts.

And not to focus on:-

- People with low lead score assigned by the model
- Who have chosen the option of "Do Not Email"
- Who has last activity as "Olark Chat" because they may already have been contacted through chat.
- Who have originated from "Landing Page Submission"

Because they have lower the chances of getting converted.

- 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.**

Strategies for this stage can be:-

- Sales Team should work with the specific team to provide feedback on the offers and discounts that helped them in conversion, in order to optimize the use of offers/discounts
- Sending automated emails and SMS to people who have extremely higher chance of getting converted i.e. with Lead Score ≥ 0.90 or so, as derived from the model data scientist created for them.