

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

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

- Lead Origin
- Last Activity
- 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?

Below 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.

- Lead Origin with value "Lead Add Form"
- Last Activity with value "SMS Sent"
- Last Activity with value "Email Opened"

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 interns can follow up the prospect leads based on the below columns and values that are sorted in descending order of probability of getting converted.

- Lead Origin\_Lead Add Form
- Last Activity\_SMS Sent
- Last Activity\_Email Opened
- Last Activity\_Other
- Total Time Spent on Website
- Lead Source\_Olark Chat
- Last Activity\_Page Visited on Website
- Lead Source\_Google

Below columns and values have negative coefficient, intern should not waste their time on the leads that have below values because they are related inversely to lead conversion.

- Lead Origin\_Landing Page Submission
- Specialization\_Finance Management

- Last Activity\_Email Bounced

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.

The company can do below instead of phone calls to convert prospect lead when its targets are reached.

- Start discount campaign on their website
- Start referral campaign for the existing users
- Send course details automatically to their email when any prospect lead shows interest in the course/fills the enquiry form.