

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

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

- a. Lead Origin_Lead Add Form : A lead sourced from Lead Origin_Lead Add Form is more likely to get converted.
- b. Occupation_Working Professional :- Working professionals are more likely to get converted.
- c. Lead_Source_Welingak website : A lead sourced from Welingak Website is more likely to get converted.

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?

Ans 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 are as follows:-

- a. Last_Activity_Olark chat conversation : Customer who had Olark chat conversion, are less likely to get converted into hot leads.
- b. Lead Ongin_Landmg Page Submission : Customer who had Lead Ongin_Landmg Page Submission, are less likely to get converted into hot leads .
- c. Do Not Email :Customer who choose Do Not Email, are less likely to get converted into hot leads

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.

Ans A good strategy that should be employed at such a stage would be to focus or pay attention on the target leads which are the following:-

- a. Target leads - spending a lot of time on the website i.e., their total time spent on the website is higher than the usual.
- b. Working professionals - They have stable source of income and have a higher chance of conversion.
- c. Students – These might have a lesser probability of converting due to the course being designed basically for industry but can be motivated via calls to assure that they can do this course along with their current education.

Another suggestion in the model would be that the company should use a leads score threshold of 34 to identify "Hot Leads" as at this threshold the Sensitivity Score of the model is around 81% which is as good as CEO's target of 80%.

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.

Ans Communicating the hot leads through SMS or email would work well in order to cut the cost via calls. But care should be taken to not focus much on the people who are less interested like unemployed or students as they might not take the course.

Also, much attention should not be given to people who have blocked the texts or have marked Do Not Email because they might not be interested.