

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

Answer: Top 3 variables are as below:

1) Total Time Spent on Website

Users spending more time on website are more likely to get converted.

2) LEAD source_reference

It has higher probability that the lead would convert.

3) Last Activity_Email Opened

We can try to increase the conversion rate of those having last activity as Email Opened by making a call to those leads.

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?

Answer:

1) Lead Origin_Lead Add Form

2) Lead Source_Olark Chat

3) Last Activity_Had a Phone Conversation

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.

Answer:

1) Target leads that have come through References as they have a higher probability of converting.

2) Website pages can be made more dynamic and higher user experience to capture the time of the users on Websites for longer.

3) They should increase the Working Professional leads. Newer strategies to be thought to reach out to Working Professionals to increase the conversion rate.

4) Target leads that spend a lot of time on X-Education site.

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.

Answer:

1) Do not focus on unemployed leads. They might not have a budget to spend on the course.

2) Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure.