

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

Lead Origin_Lead Add Form
What is your current occupation_Working Professional
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?

'Lead Origin',
'Lead Source',
'What is your current occupation'

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 team should prioritize engaging working professionals, given the practical nature of our education. Working professionals are more likely to show interest in this type of education.

For converted leads, the focus should be on analysing the lead source to identify where most of our data is coming from. Particularly, we should prioritize leads originating from the Welingak website, which receives higher traffic.

We should actively follow up on leads where SMS messages have been sent.

Additionally, for leads where the team has sent emails, prompt follow-ups are essential to ensure timely engagement

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.

We should avoid prioritizing leads with a Lead Profile listed as 'student,' as they are less likely to convert. Additionally, we should not focus on leads who have expressed interest in other courses.