

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 are :

1. Total time spent on Website
2. What is your current occupation_Unemployed
3. Specialization_Select

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 three variables are :

1. What is your current occupation_Unemployed
2. Lead Source_Olark Chat
3. Specialization_Select

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.

They should try to contact people via phonecall if only customer have given consent to call (by determining the response of “Do Not Call” variable) . The primary target can be leads who are spending lot of time on website and also who are currently unemployed.

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.

They should try to contact people via email if only customer have given consent to mail (by determining the response of “Do Not E-mail” variable) . They can also be reached by various contact method if they have expressed interest “Receive More Updates About Our Courses”, Referrals of existing students etc.