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

Solution: We know that the relationship between ln(odds) of 'y' and feature variable "X" is much more intuitive and easier to understand. The equation is: • ln(odds)= -1.0565 * const + 0.1944 * TotalVisits + 1.0574* Time Spent -0.3186 * Free Copy - 1.0199 * Lead Origin_Landing Page Submission + 4.4017 * Lead Origin_Lead Add Form + 1.2101 * Lead Source_Olark Chat-1.1764 * Lead Source_Reference -1.1921 * Last Activity_Email Bounced + 0.8166 * Last Activity_Email Opened -0.6859 * Last Activity_Olark Chat Conversation + 0.6463 * Last Activity_Others - 1.9097 * Last Activity_SMS Sent -1.1380 * Specialization_Not Specified + 2.6908 * Current Occupation_Working Professional

• From the above equation, we can clearly see that Lead_Origin, Current_Occupation, Last activity are the top three variables in our model which contribute most towards the probability of a lead getting 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?

Solution: 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:

- Lead Origin Add Form
- Lead Occupation Working Professional
- Last Activity SMS sent

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.

Solution: Below points are suggested from the business aspects: • It's good to collect data often and run the model and get updated with the potential leads. There is a belief that the best time to call your potential leads is within few hours after the lead shows interest in the courses. • It's good to understand about lead from the available profile information and group similar kind of leads. • Along with phone calls, it's good to mail the leads also to keep them reminding as email

is as powerful as cold calling. • While mailing, it is good to send personalized message for different set of leads as it will have positive impact on leads. • Generally, it take 5 - 6 calls to successfully convert a lead, so if we focus on reducing it to 3 to 4 attempts by taking appointments and calling, sending emails and providing right information and keep the leads in touch, there will be more time available which can be used to convert still more leads.

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.

Solution: Below points are suggested from the business aspects: • It's good to collect data often and run the model and get updated with the potential leads. There is a belief that the best time to call your potential leads is within few hours after the lead shows interest in the courses. • It's good to understand about lead from the available profile information and group similar kind of leads. • Along with phone calls, it's good to mail the leads also to keep them reminding as email is as powerful as cold calling. • While mailing, it is good to send personalized message for different set of leads as it will have positive impact on leads. • Generally, it take 5 - 6 calls to successfully convert a lead, so if we focus on reducing it to 3 to 4 attempts by taking appointments and calling, sending emails and providing right information and keep the leads in touch, there will be more time available which can be used to convert still more leads.