

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

Following are the top three variables that contribute most towards the probability of a lead being converted:

- a. **Lead Origin\_Lead Add Form:** The origin identifier with which the customer was identified to be lead from “Lead Add Form” have a significant correlation with the conversion.
- b. **Total Time Spent on Website:** The total time spent by the customer on the website has a good probability of conversion.
- c. **Tags\_ Will revert after reading the email:** Leads tagged as ‘will revert after reading the mail’ also have a significant correlation with the conversion.

**2. What are the top 3 categorical /dummy variables in the model which should be focused the most on to increase the probability of lead conversion?**

Following are the top 3 categorical/ dummy variables that should be focused the most on to increase the probability of lead conversion:

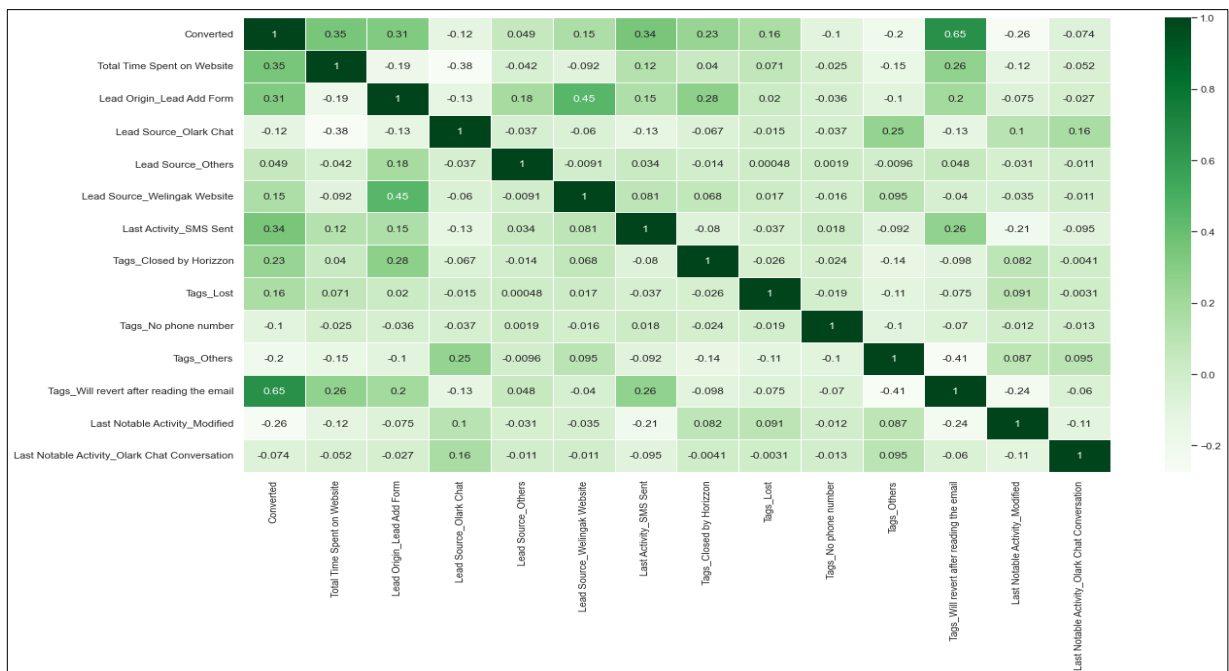
- a. **Tags\_Closed by Horizzon:** Tags assigned to customers indicating the current status of the lead as ‘Closed by Horizzon’.
- b. **Lead Source:** The source of the lead. Includes Google, Organic Search, Olark Chat, etc.
- c. **Tags\_Will revert after reading the email:** Leads tagged as ‘will revert after reading the mail’ also have a significant correlation with the conversion.

**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 many of such people as possible. Suggest a good strategy they should employ at this stage.**

The sales team and intern can make phone calls to people if:

- ✓ They spend a lot of time on the website, which may be increased by making it engaging and keeping them coming back.
- ✓ They frequently return to the website, and their most recent activity was either an SMS or an Olark chat session.
- ✓ They are working professionals.
- ✓ From the heat map correlation we can see that the company can also focus on the following types of customers:
  - Last Notable Activity\_Modified; Tags\_Others

- Last Activity\_Email Bounced; Tags\_No phone number
- Tags\_Lost; Lead Source\_Welingak Website



4. Similarly, at times, the company reaches its target 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.

- ✓ The business has a very limited amount of time left in the quarter before the deadline. Therefore, it is crucial that it focuses more on hot leads with the highest lead conversion rates. They ought to prioritize the leads and avoid making pointless calls. The lead score can be used as a foundation for prioritization. Targeting is possible for leads with more than 80% of the lead score.
- ✓ Secondly, in this situation, they should concentrate more on other strategies like automated emails and SMS. Calling will not be necessary unless it is an emergency this way. The aforementioned tactic can be applied, but only with clients that have a very high likelihood of purchasing the course.