

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

Response –

The top three variables in the model which contribute most towards the probability of a lead getting converted are :

- Lead Origin – positive correlation
- What is your current occupation - – positive correlation
- Last Notable Activity - – positive correlation

- 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?**

Response –

The top three categorical / dummy variables in the model which should be focused the most on, in order to increase the probability of lead conversion are:

- Lead Origin where Lead origin is “Lead Add Form”
- What is your current occupation where current occupation is “Working Professional”
- Last Notable Activity with “Unreachable” as the last notable activity.

- 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.**

Response –

Choose the Leads where

- The leads are working professionals who had a phone conversation
- The last activity is SMS sent because the Leads are also predicted to respond favorably in these cases
- If the last notable activity is Unreachable – calling them again is predicted to have a positive correlation to Conversion rate of 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.

Response –

- Make the website as engaging as possible so the Lead spends as much time as they can. The more time is spent on website, the better are chances at converting them
- Sending an sms also have a positive conversion rate.
- Olark chat conversation is also a good place to pitch the course.