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

   Ans: Below are the top 3 variables in the model which contribute most towards the probability of a lead getting converted as per the Final Model equation

   Final Model Reporting & Equation

   log odds = 1.3837 +(1.0659 Total Time Spent on Website) + (1.1280 Lead Source_Olark chat) + (3.5984 Lead Source_Reference) + (5.4963 Lead Source_Welingak website) + (-1.2127 Last Activity_Converted to Lead) + (-1.7984 Last Activity_Email Bounced) + (2.1604 Last Activity_Had a Phone Conversation) + (-1.4009 Last Activity_Olark Chat Conversation) + (1.1884 Last Activity_SMS Sent)+(-2.8435 What is your current occupation_Other)+(-2.3752 What is your current occupation_Student)+(-2.7984 * What is your current occupation_Unemployed)

   - ✓ Lead Source
   - ✓ Total Time Spent on Website
   - ✓ Last Activity

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?**

   Ans: Below are the top 3 Dummy variables in the model which contribute most towards the probability of a lead getting converted as per above Final Model equation

   - ✓ **Lead Source_Welingak website**: Leads who came through Welingak Website are more likely to converted Leads. Follow-up is needed
   - ✓ **Lead Source_Reference**: Leads who came through reference are also more likely to converted Leads. Good incentive offering is needed
   - ✓ **Last Activity_Had a Phone Conversation** :Leads for whom last activity has captured as "Had Phone Conversation" are most likely to get converted

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.**

   Ans: The interns should be given a category each with higher number of hot leads. The cold leads are also potential leads and with follow-ups and clarity they are likely to get converted. The sales team should:

   - Be given Incentives/Commission on every conversion to encourage them to put more efforts.
   - Clarify the questions of the leads. Create a FAQ page on the website which answers common questions.

- Give a deadline to the leads for accepting the offer (or rejecting it). It will save time for unnecessary follow-ups.
- Follow-up. This is the most basic and effective strategy.
- Show prices and be open to negotiation based on X Education policies.

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.**

   Ans: To minimize useless phone calls,
   - Company should ask the employees to just do follow-up calls to hot leads which have a probability to get converted in the next quarter instead of communicating with new cold leads.
   - Do not make cold calls.
   - Give a deadline to the potential hot leads to submit the form and initial fee.