

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

ANS:

1. Lead Source_Welingak Website, (const=6.3)
2. Lead Source_Reference, (const=3.2)
3. What is your current occupation_Working Professional (const=2.4082)
4. Last Activity_Had a Phone Conversation, (const=2.5)

“What is your current occupation_Working Professional” is chosen as third over “Last Activity_Had a Phone Conversation” as constants are almost equal but, p value of “What is your current occupation_Working Professional” is better than “Last Activity_Had a Phone Conversation” (0 vs 0.012)

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:

1. Lead Source_Welingak Website
2. Lead Source_Reference
3. What is your current occupation_Working Professional

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 company should make calls to the leads who have below features, has these have high positive coefficients

“Total Time Spent on Website” is more

Last Activity_Email Opened

Last Activity_Had a Phone Conversation

Lead Source_Olark Chat

Lead Source_Reference

Lead Source_Welingak Website

What is your current occupation_Working Professional

Last Notable Activity_SMS Sent

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.

Company should only make calls to the leads having below features, on decreasing priority.

i.e most priority should be to item 1 than 2 etc

1. Lead Source_Welingak Website
2. Lead Source_Reference
3. Last Activity_Had a Phone Conversation
4. What is your current occupation_Working Professional
5. Last Notable Activity_SMS Sent
6. Last Activity_Unsubscribed
7. Total Time Spent on Website
8. Lead Source_Olark Chat
9. Last Activity_Email Opened

And company should not call the leads having below features, as these have negative coefficients

1. Last Activity_Olark Chat Conversation
2. Lead Origin_Landing Page Submission
3. Specialization_Others
4. Do Not Email