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

1. Total Time spent on Website :

   This variable has positive contribution as more time spent on the website higher chances of lead getting converted and the person actually end up taking the course.

2. 'What is your current occupation_Working Professional' :

   This is another variable in the top 3 variables list of positive contribution towards lead conversion, as the course is designed for working professionals and have the capacity to afford the course as compared to the unemployed or tags that are already students and might be more comfortable in joining courses designed for beginners in the industry.

3. 'Last Activity_Olark Chat Conversation':

   This is the acitivity done by the customer in order to get more information regarding the course, which leads to phone conversation with the customer relationship professional to get the details of the course, how will it impact the individual and the industry he/she is working in, affordability and payment options, the overall benefit of the course/package.

   Above mentioned are the top 3 variables contributing most towards leads conversion.

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?

- 'Lead Source_Welingak Website': Includes Google, Organic Search, Olark Chat, etc.

- 'Last Activity_Olark Chat Conversation': Last activity performed by the customer. Includes Email Opened, Olark Chat Conversation, etc.

- 'Lead Origin_Lead Add Form': The origin identifier with which the customer was identified to be a lead. Includes API, Landing Page Submission, etc.

  Lead source seems to be playing an important role in scouting the correct leads.

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.

As a best practice, compare the lead scores of converted leads against those that didn't convert to identify new patterns and trends. And we should not forget to incorporate negative scoring. You need it to account for behaviours that may indicate a lack of fit or interest, actions such as repeated visits to the careers page, unsubscribing from emails or emails getting bounced, or prolonged periods of inactivity. This prevents wasting resources on leads unlikely to convert.

Phone calls must be done to people if:
- They spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site.
- They are seen coming back to the website repeatedly
- Their last activity is through SMS or through Olark chat conversation
- They are working professionals and last notable activity was phone call.

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.

Sales teams have access to real time lead scores and can use this information to prioritize their outreach efforts. Since sales teams can focus their efforts on leads with higher scores, it allows sales representatives to spend their time more effectively and close more customers. And once you know which leads are 'hot', the sales team can engage them at the right time in their buying journey, which can accelerate the sales cycle and reduce the time it takes to get a conversion.

Signing up for trial, attending events, emailers, and SMS alerts to hot leads can be an effective strategy for conversion.