

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

The below 3 variables has high coefficients and also low p-value, hence their contribution towards the probability of a Lead getting converted is high

- Total Time Spent on Website,
- LastAct\_Email Opened,
- LastAct\_SMS Sent,

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?

The below Dummy variables has to be focused to increase the probability of Lead Conversion

- LeadSource\_Olark Chat,
- LastAct\_Email Opened,
- LastAct\_Had a Phone Conversation

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.

- The Sales team should focus on reaching the people whose "Time Spent on website" is high as these people must be very much keen to take up the course.
- People who often visit the website and spend time might be investigating on the courses so team should reach them frequently to clear their doubts and make their way of choosing the courses easier.
- Also people visiting the website often should be promised with offers once they take up the course within a particular date , this will enable them to take faster decisions without oscillating or looking for other platforms

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.

- The team can refrain from making phone calls if the value is '1' for the dummy variables LastAct\_Unsubscribed, LastAct\_Email Bounced, Tag\_opp hangup, Tag\_Not doing further education, Tag\_Graduation in progress etc., as they clearly indicate that probability of conversion would be very less , instead they can concentrate on variables like Tag\_Interested in other courses, Tag\_Interested in full time MBA, Tag\_Shall take in the next coming month as there is high probability of lead conversion if these variables have value as '1' or 'Yes'