

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

Answer:- Top three variables in models which contribute most towards the probability of a lead getting converted

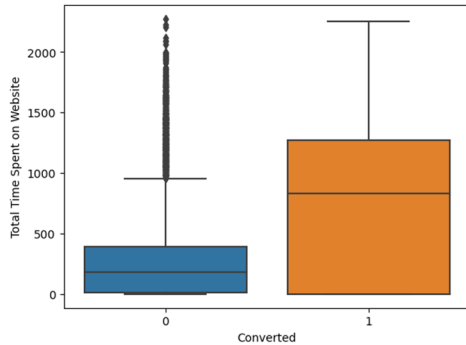
- a. **Occupation\_Working Professional:** Many working professionals are trying to upgrade their skills through learning platforms. It could be to keep themselves up to date with the market or for better career prospects within same company or outside the current company.
- b. **Lead Origin\_Lead Add Form:** there are many chances of the leads getting converted to hot leads when the lead origin is through “Lead Add Form”.
- c. **Lead Source\_Welingak Website:** If the leads are coming via “Welingak Website”, there is more probability of him/her getting converted. This seems to be a good source for increasing the hot leads. This website seems to be more popular or is some where related to the education.

#### Model Summary:

	coef	std err	z	P> z	[0.025	0.975]
const	-2.1985	0.138	-15.929	0.000	-2.469	-1.928
Do Not Email	-1.2034	0.175	-6.884	0.000	-1.546	-0.861
TimeSpent	1.0828	0.040	26.984	0.000	1.004	1.161
Freecopy	-0.4467	0.087	-5.164	0.000	-0.616	-0.277
Lead Origin_Lead Add Form	3.3329	0.192	17.381	0.000	2.957	3.709
Lead Source_Olark Chat	1.3143	0.115	11.446	0.000	1.089	1.539
Lead Source_Welingak Website	2.1844	0.746	2.930	0.003	0.723	3.646
Last Activity_Email Opened	0.5203	0.106	4.906	0.000	0.312	0.728
Last Activity_Other Last Activity	1.3618	0.249	5.479	0.000	0.875	1.849
Last Activity_SMS Sent	1.6503	0.107	15.374	0.000	1.440	1.861
Specialization_Not Specified	-0.4657	0.095	-4.891	0.000	-0.652	-0.279
Occupation_Other	2.1163	0.528	4.012	0.000	1.082	3.150
Occupation_Student	1.1137	0.244	4.564	0.000	0.635	1.592
Occupation_Unemployed	1.0524	0.088	11.959	0.000	0.880	1.225
Occupation_Working Professional	3.5119	0.203	17.333	0.000	3.115	3.909
Last Notable Activity_Modified	-0.7385	0.087	-8.514	0.000	-0.909	-0.569

Apart from the top 3, Time spent on website also has impact on the conversion rate.

- d. **Time Spent on Website:** The longer a lead spends on the website, the higher the likelihood of converting into a customer. The sales team should prioritize such leads.



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?

Answer:

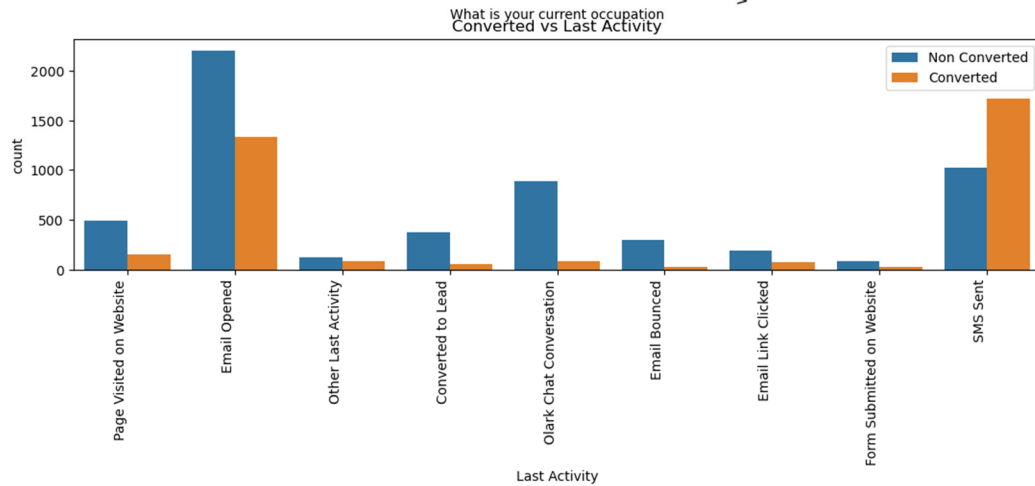
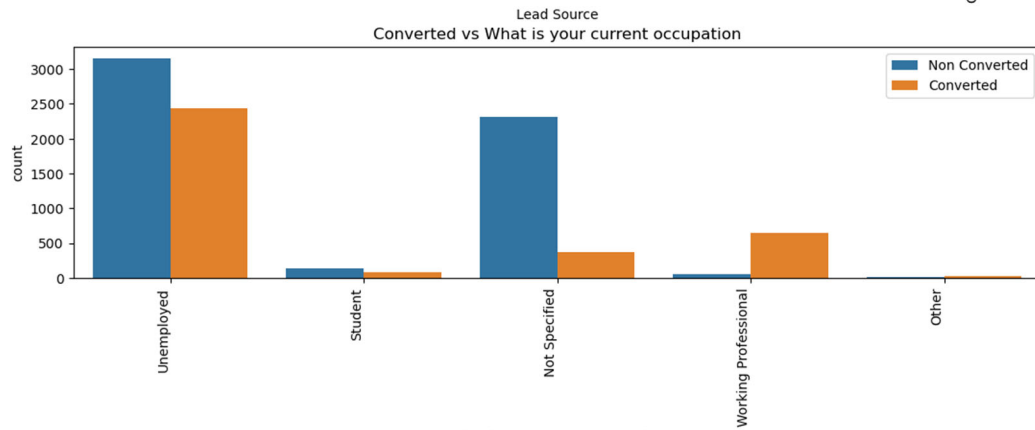
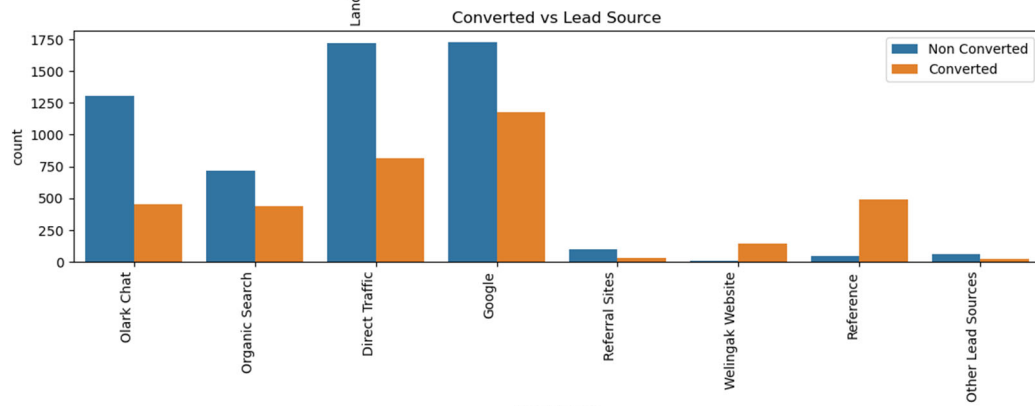
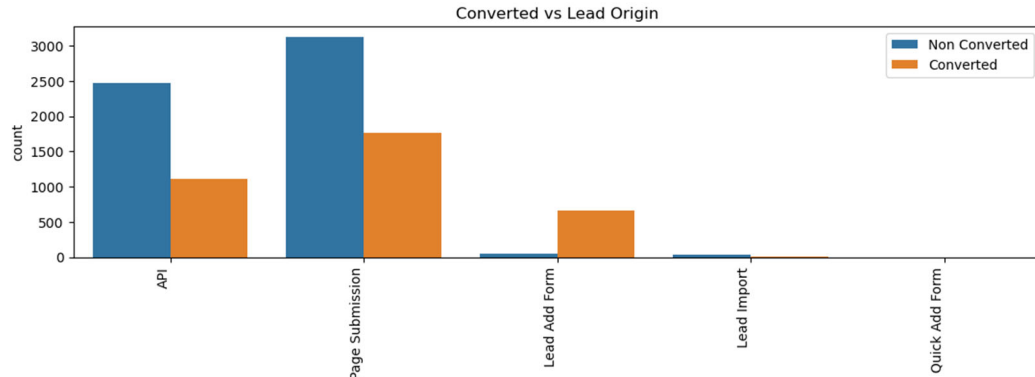
The top categorical/dummy variables in the model that positively help towards getting leads converted to hot leads are:

- Occupation\_Working Professional:** Many working professionals are trying to upgrade their skills through learning platforms. It could be to keep themselves up to date with the market or for better career prospects within same company or outside the current company.
- Lead Origin\_Lead Add Form:** there are many chances of the leads getting converted to hot leads when the lead origin is through "Lead Add Form".
- Lead Source\_Welingak Website:** If the leads are coming via "Welingak Website", there is more probability of him/her getting converted. This seems to be a good source for increasing the hot leads. This website seems to be more popular or is some where related to the education.

Apart from the top 3, "**Last Activity\_SMS Sent**" also has impact on the conversion rate.

- Last Activity\_SMS Sent:** If the last activity of the customer is SMS sent, there is good chance of him/her getting converted. The sales team should prioritize such leads.

Below analysis shows the same:



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.

Answer:

A good strategy the company should employ at this stage for converting leads to hot leads, is to call all the customers who have good scope for conversion. This can be obtained by checking customer's choices filled through form apart from the model response for lead score and predicted conversions. Below are some of the fields that positively impact conversion rate:

- Target the leads:
  - ✓ Whose total visits, total time spent on website are more.
  - ✓ Who is either "working professional" or "unemployed" or "Student".
  - ✓ Through "Welingak Website", "Reference", "Olark Chat" lead sources.
  - ✓ Whose last activity or last notable activity is SMS sent.
  - ✓ Working in "Banking, Investment And Insurance", any Management Specialization or "Business Administration" specialization.
  - ✓ Whose lead origin is "Lead Add Form".

And below fields negatively impact the conversion rate so its ok to avoid calling such leads. Below fields are inferred from negative coefficients of the model or from the EDA analysis:

- ✓ If lead selects "Do Not Email"
- ✓ If lead's last notable activity is "Modified"
- ✓ If a lead opts for 'A free copy of Mastering The Interview'
- ✓ Lead who belong to 'Services Excellence' specialization
- ✓ If the lead source is 'Referral Sites'
- ✓ If the lead's last activity is 'Olark Chat Conversation'

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.

Answer:

The sales team in collaboration with IT team can work on some below items keeping long terms goals in mind:

- ✓ Could work on customer's feedback from the website.

- ✓ Do analysis on how competitors are doing in the same field.
- ✓ Suggest automating things like chatbot that reduces user's wait time to answer FAQs.
- ✓ Analyze the need of new trainings needed in the portal.
- ✓ Think about ways to improvise customer experience