

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

Answer:

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

- Total Time Spent on Website,
- Lead Source,
- Lead Origin

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 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:

- Last Notable Activity_SMS Sent
- Do Not Email
- Last Notable Activity_Modified

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:

The strategy of making phone calls is not a good strategy according to your model and personally. The team should focus more on Lead Source Olark chat, by sending SMS, Emailing them the details.

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.

Answers:

Yes, not making a phone call is a good strategy because personally I feel irritating to get call every time rather they can focus more on sending emails or SMS or using the Olark chat to provide more information of the course or any other details they. They can even suggest them to use the website for details, because the more they spent time on the website the more the conversion rate.