

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

Answer: The top 3 variables contributing most towards the probability of a lead getting converted are:

- Lead Source_Welingak Website (with co-efficient 5.502490)
- Lead Source_Reference (with co-efficient 3.064453)
- Last Activity_Had a Phone Conversation (with co-efficient 2.306637)

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 are:

- Last Activity_SMS Sent (with co-efficient 1.097311)
- Lead Source_Olark Chat (with co-efficient 0.877596)
- What is your current occupation_Student (with co-efficient 0.303880)

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 best strategy the sales team should focus on for more conversion are by connecting with leads coming from:

- Lead Source_Welingak Website
- Lead Source_Reference
- Last Activity_Had a Phone Conversation
- Last Activity_SMS Sent
- Lead Source_Olark Chat

Sales team should not devote their time after leads coming from:

- Lead Source_Direct Traffic
- Specialization_Media and Advertising
- Last Activity_Email Link Clicked
- Last Activity_Page Visited on Website
- Last Activity_Form Submitted on Website
- Lead Origin_Landing Page Submission
- Last Activity_Converted to Lead
- Specialization_Others
- Last Activity_Email Bounced

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: In such times, the Company should use auto-email system where whenever a lead lands on their website and provide basic details like email, an auto generated email should be forwarded to that particular lead containing details of their online courses, program brochures, along with the name and number of a counsellor incase the lead wants to get in touch with them.

Also, the Company can take help of chatbots because often people don't open broadcast and marketing emails. Leads who are interested before the deadline is crossed or a certain discount period is over can directly message on bot and the bot can connect him/her to the sales team.