

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

The top three variables contributing most to lead conversion probability are total time spent on the website, lead source_reference, and lead source_social media.

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 top three categorical/dummy variables to focus on most for increasing lead conversion probability are lead source_social media, lead source_Olark chat, and lead source_Google.

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.

Suggested strategies during the intern hiring period to aggressively convert potential leads predicted as positive by the model include: target leads that spend a lot of time on the site by making the site more engaging to bring them back, focus on leads from references since they have higher conversion likelihood, and approach student leads despite lower conversion odds since they will still gain industry skills from the courses that benefit them long-term.

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.

Suggested strategies for minimizing useless phone calls when the sales target is met early in a quarter include: don't focus on unemployed leads, use a high cutoff value to reduce sensitivity and increase specificity to target leads with maximum conversion probability.