

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

Answer: There are many variables that directly or indirectly contribute towards the probability of a lead getting converted. The top three variables in our model are

1. Lead Source.(5.39)

Lead Source also contribute to the Leads getting converted.

2. Last Activity(2.05)

The activity the lead has done decides if he will get converted.

3. Total Time Spent on Website(1.04)

The more the time spent on website. The more is the chance of the Lead getting converted.

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

1. Last Activity (2.05)

2. Lead Origin(5.37)

3. Lead Source(2.91)

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 that the interns can employ at the described stage is

> The sales team interns can make calls to the people categorized as hot Leads by the hot variables like Total Time Spent on websites, TotalVisits, Last Activity, Occupation, Lead Source, etc.

> Visualizations should be focused on for better variable conversion understanding.

> Response Rate should be taken into account while making phone calls.

> We can focus on References as they will surely get converted.

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:

- >Take Previous conversion Rate into account and do not waste time behind cold leads.
- >References should be called.
- >Unemployed Leads will have insufficient finance so they should be focused less.
- >Housewives should be less targeted as their probability of getting converted is less.
- >Students should not be focussed as they will not enroll in the course.
- >Specialization that is course related has more chances of conversion.