

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

(1) Lead Origin: -

- Lead Origin Variable contribute most towards the probability of a lead getting converted
- Highest value is "Lead Origin Lead Add Form" with coefficient of 4.2448
- Lead Originating from the "Lead Add form", "Lead Import" contributes most towards probability of a lead getting converted.

(2) Lead Source: -

- Last Activity Variable contributes very highly towards the probability of a lead getting converted
- Highest value is "Lead Source Welingak Website" with coefficient of 2.1377
- Lead Source from Olark Chat has coefficient of 2.1377
- Leads originating from Welingak have a higher conversation rate.

(3) Last Activity: -

- Last Activity Variable contributes very highly towards the probability of a lead getting converted
- Highest value is "Last Activity Had a Phone Conversation" with coefficient of 1.3970
- Continuous conversation with the lead results in better conversion rate

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?

1) "Lead Origin Lead Add Form" with coefficient of 4.2448: -

- Lead Originating from the "Lead Add form" contributes most towards probability of a lead getting converted.

2) "Lead Source Welingak Website" with coefficient of 2.1377: -

- Leads originating from Welingak have a higher conversation rate.
- Lead Source from Olark Chat has coefficient of 2.1377

3) "Last Activity Had a Phone" Conversation with coefficient of 1.3970

- Continuous conversation with the lead results in better conversion rate

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.

The interns need to follow a three-Step approach

1) **Decrease the cut off values:** -

- a. We can get more leads to be covered by the interns

2) Focus on leads coming from sources that lead to higher conversion rate.

- a. Add lead form
- b. Welingak Website
- c. Olark Chat
- d. Spending a lot of time on the web site
- e. Referenced from current and previous clients

3) Follow Up methods that lead to higher conversion rates.

- a. Follow up with personal phone calls.
- b. Sending reminder sms

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.

In this case they need to

- **Increase Cut off values** get the **most** likely leads.
- target leads originating from the lead add form.
- they need to send out and follow up with sms.
- Direct lead to their website more time spent here leads to a higher conversion rate