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

Ans:-

The top variables that contributed in the result are:

1. TotalVisits
2. Total Time Spent on Website
3. What is your current occupation\_unemployed

1. 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?

Ans:-

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 with element Lead Add Form and Others
2. Lead Source with element Olark Chat
3. Last Activity with element SMS sent
4. 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.

Ans:-

1. Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
2. Target leads that repeatedly visit the site (Page Views Per Visit). However they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So the interns should be a bit more agressive and should ensure competitive points where X-Education is better, are strongly highlighted.
3. Target leads that have come through References as they have a higher probability of converting
4. Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education.
5. 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 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.

Ans:-

In this condition they need to focus more on other methods like SMS or automated e- mails.this way calling won’t be required unless it is an emergrency.The above strategy can be used but with those customers that have a very high chance of buying the course.

Do not focus on unemployed leads. They might not have a budget to spend on the course,Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure.