

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

lead_quality_worst

lead_source_welingak_website

lead_quality_not_sure

are the top three variables in your model which contribute most towards the probability of a 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?

lead_source_welingak_website

lead_origin_lead_add_form

what_is_your_current_occupation_working_professional

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

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.

To significantly increase lead conversion during the intern period, focus on prioritizing leads from "lead_origin_lead_add_form" and "lead_source_welingak_website." Utilize positive indicators such as "lead_source_olark_chat", "last_activity_other_activity" to identify promising leads, and ensure thorough follow-up with high-potential leads through phone calls.

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.

Email & SMS can be sent out to the potential leads.

Target freshers who will be willing to do new courses for their new company

Target unemployed graduates who will be willing to do courses to get a job.