

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

Lead Origin

Last activity

Occupation

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 Origin

Last Activity

Occupation

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.

Leads spending more time have better conversion rate

Website could provide more information to help leads better

Generic Survey could help understand requirements for leads on Website

other communication and information options should be more informative

Other Specialization has most leads, directing towards no solid plan for future

These customer might not need specialization but market overview about what they are interested in

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.

Lead conversion includes different parameter based on time when people are signing up, rather than focusing on month or quaters we can plan better problem understanding and follow strategies

Financial point of view - *Students and housewives might not be financially ready to take a decision for their future and might require counselling*

Working professionals might want to be depended on their organization or added income for payments

Time Point of view - *All 3 major groups might lack time and efforts required to enroll or have a conversation*