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

Solution :

* Do Not Email : 2.46,
* Total Time Spent on Website : 2.39,
* Lead Origin Landing Page Submission : 2.24

This are top 3 variables which contribute most towards a lead

getting converted.

1. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

Solution :

* Lead Origin Landing Page Submission : 2.24 (from lead origin)
* Lead Origin Lead Add Form : 1.87 (from lead origin)
* Lead Source Olark Chat : 1.39 (from lead source)

Are 3 categorical dummy variables which should be focussed more

To increase lead conversion. It seems that lead origin plays an

important role in scouting for leads that have a higher chance of converting.

1. X Education has a period of 2 months every year during which they hire some interns. The sales team 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 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.

Solution :

* + Target leads that spent more time on X-Education website (Total time spent on website).
  + Target leads whose lead origin is Landing Page Submission and Lead Add Form because there are so many leads generated from this and conversion rate is also high.
  + Target leads that have come through source Olark Chat as they generate significant number of leads and has higher probability of converting.

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1. 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.

Solution :

* Don’t focus on leads whose occupation is students since they are already studying and they would not be willing to enrol in a course where the course is designed specifically for working professionals.
* Also don’t focus on unemployed leads. Since there must be financial constraints ,lack of interests , time constraints, lack of confidence.
* Don’t call to leads who haven’t subscribed. They didn’t subscribed shows there less interest in this course.