

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

The top three variables based on the final model which contributes most towards the probability of lead getting converted are:

- **Total Time Spent on Website**
- **Tags_Will revert after reading the email**
- **What is your current occupation_Working Profesional**

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?

A:Focusing on categorical variables can enhance lead conversion. Consider these three: top 3

- **Lead Origin_Lead Add Form**
- **Last Notable Activity_SMS Sent**
- **Tags_Closed by Horizzon**

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.

A: As a best practice, compare the lead scores of converted leads against those that didn't convert to identify new patterns and trends. And we should not forget to incorporate negative scoring. You need it to account for behaviours that may indicate a lack of fit or interest, actions such as repeated visits to the careers page, unsubscribing from emails or emails getting bounced, or prolonged periods of inactivity. This prevents wasting resources on leads unlikely to convert.

Phone calls must be done to people if:

- They spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site.
- They are seen coming back to the website repeatedly
- Their last activity is through phone conversation and they gave do not email option.
- They are working professionals and last notable activity was phone call.

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.

A:

- 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.