

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

Answer:

- a. **Lead Origin**
- b. **Last Activity**
- c. **Do Not Email**

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?

Answer:

- a. **Lead Origin_Lead Add Form**
- b. **Last Activity_SMS Sent**
- c. **Last Notable Activity_Modified**

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.

Answer:

Since the variable with the highest coefficient in our model is **Lead Origin_Lead Add Form, Last Activity_SMS Sent, and Last Notable Activity_Modified** the customers who have filled a form, sent an SMS or have any activity on the website can be prioritized based on the score assigned by the model.

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.

Answer:

If all the leads based on **Lead Origin_Lead Add Form, Last Activity_SMS Sent, and Last Notable Activity_Modified** that is the customers who have filled a form, sent an SMS or have any activity on the website have been converted then the features **Total Time Spent on website, Specialization_Finance Management, Specialization_Operations Management** are also important.

Since our final model shows that people who have spent more time on the website, people from finance management and operation management are likely to be converted. Among these people who haven't yet converted can be targeted based on their lead score.