

Group Participants		
Snehal Kedar	Siva Sankare	Smith Desai

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

Ans :

Top 3 variables are:

1. TotalVisits
2. Total Time Spent on Website
3. Lead Origin (specifically - Lead Origin -> Lead Add Form)

Chances of conversion is more for Leads with higher number of visit , leads spending more time on website and lead whose origin is lead add.

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?

Ans:

Below categorical / dummy variables should be focused more in order to increase the probability of lead conversion

1. Lead Origin -> Lead Add Form,
2. What is your current occupation -> Working Professional
3. Lead Source -> Welingak Website

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.

Ans:

1. Since company has more man-power for these 2 months and they wish to make the lead conversion more aggressive by wanting almost all of the potential leads, we can choose a lower threshold value for Conversion Probability.
2. When the probability thresholds are very low, the sensitivity is very high. High sensitivity indicates that model will correctly identify almost all leads which are likely to Convert.
3. Focus on those potential leads through emails, calls to understand their career goals and value added services they are interested in.

4. Convince those potential leads by providing them with value for money, through the relevant course structure and provide required support to convert them to paid customers.

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.**

Ans:

1. X Education has already reached its target for a quarter and doesn't want to make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls hence we can choose leads with higher threshold value for Conversion Probability.
2. We can focus on potential leads with high probability of investing into a course for career improvement.