

Subjective Questions

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

1. Total Time Spent on Website
2. Lead Origin_Lead Add Form
3. TotalVisits

Are the Top variables that seem to be contributed most towards the lead getting converted, all three are showing positive contribution towards the leads getting successfully converted into enrolling to the program.

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?

1. What is your current occupation_Working Professional
2. Last Notable Activity_Unreachable
3. Lead Origin_Lead Add Form

Are the top 3 Categorical variables in increasing order that should be focused more to increase the probability of lead conversion.

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 Good strategy for the interns would be to:

1. Focus on leads that have high Total Visits on the website and higher total time spent on the Website.
2. Focus on the leads that have their source as Welingak website and Olark Chat, their conversion rate seems to be good.
3. Focus on working professionals as these leads tend to impact the conversion more.
4. Focus on the leads with which the org has had previous phone conversations or were unreachable before.
5. Be proactive on sending the relevant SMS's, they impact the lead conversion probability positively.
6. Ignore leads that either do not email or revert on emails.

- 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.

1. Do not focus on leads that are not sending Emails or reverting back on the Emails.
2. Do not focus on unemployed since they might not be having sufficient budget to spend on the course.
3. Try not to focus on already studying leads since they might not be willing to opt for courses tailored for the working professionals so early in tenure.
4. Leads that have high page views per visit also negatively impact the conversion rate.
5. Ignore leads that had the last conversion on Olark Chat only since they seem to have a negative impact on the lead conversion probability.