

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

Ans: 1) Lead Origin - Landing Page Submission

- RFE value 1 means variable should be selected
- Shows good conversion rate

2) Total Time Spent on Website

- RFE value 1 means variable should be selected
- Higher time spent on website means interested in the courses offered

3) Last Activity – SMS sent

- Shows good conversion rate
- It means interested in the courses offered

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: 1) Lead Source

2) Specialization

3) Last Activity

- From the conversion rate Bar-plot, it seems that these variables also have good chances of scouting the Leads.

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) The Company should make calls to the Leads coming from Lead Origin – Landing Page Submission, API

2) The Company should make calls to the Leads coming from Last Activity – SMS sent, Email Opened

3) The Company should make calls to the Leads coming from Do not Email – No's

4) The Company should make calls to the Leads coming from Specialization – Working Professionals

5) The Company should make calls to the Leads coming from Total Time Spent on Website

- The above points are given based on the model built.

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) The Company should ignore Leads coming from Total Visits
2) The Company should ignore Leads coming from Lead Origin – Lead Add Form, Lead Import
3) The Company should ignore Leads coming from Last Activity – Email Received, Email Marked as Spam
4) The Company should ignore Leads coming from Specialization – Others
5) The Company should ignore Leads coming from Do not Email as YES

- The above points are given based on the model built.