

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

Ans: i. 'Lead Add form', 'Lead Import' and 'Quick Add Form' together from 'Lead Origin' variable is likely to contribute.

ii. 'Lost to EINS' category from Tags variable is 24.35 times more likely to contribute.

iii. 'Closed by Horizon' category from Tags variable is 15.67 times more likely to contribute

iv. 'SMS Sent' category from last_notable_activity variable is 14.04 times more likely to contribute

So mainly Lead Origin, Tags and Last notable activity are the top 3 variables that contribute most towards the probability of lead getting converted.

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: i. 'Olark Chat Conversation' from Last notable activity variable

ii. 'switched off' from Tags variable

iii. Ringing from Tags variable and

iv. 'Interested in other courses' from Tags variable are the major categories which should be focussed most in order 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.

Ans: They should mainly concentrate on 'Lead Add form', 'Lead Import' and 'Quick Add Form' categories from "Lead_Origin" because these are mainly promising for lead conversion.

Secondly, 'Will revert after reading the email', Busy and 'Closed by Horizon' categories from Tags are the most contributing factors to the lead conversion.

Third, Total Time Spent on Website also they need to focus on mainly. Offering discounts to the person who spend much time on the website will be likely to be part of lead conversion.

Apart from all the above they also should focus on other categories from "Lead_Origin", Email opened from Last Activity and Asymmetrical Activity Score are the main factors they should mainly focus to increase the lead conversion.

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: So, if the sales team has been reached the target before then in the mean while they can focus on the conversion leads to extend their interest on the advanced courses on the course they are currently taking. So that they will be more interested to enhance their knowledge and they definitely be part of it if the new course price is below their means. So, as they are already available and will be able to communicate easily also without wasting time on non-promising leads. At the same time we can offer them the tools if they are using any with less than market price for them to practice. So they will be very happy to take it, since it anyway expensive from outside market. As company will be having tie up with the service providers, so it won't be burden for the company also.