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

Ans:

Below are top 3 variables that contribute most towards probability of a lead getting converted as per positive coefficient:

1. Total Time Spent on Website: 1.084
2. Lead Origin_Lead Add Form: 4.65
3. What is your current occupation_Working Professional: 2.584

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 are the top 3 categorical variables in model to focus on in order to increase
The probability of lead conversion:

1. Specialization
2. What is your current occupation
3. Lead Score

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:

Keeping in mind that limited time is available to convert maximum leads so focus should be most on the leads who are having positive coefficient variable. Target should be on leads who are spending more time on website or are seen coming back to the website repeatedly or have last activity through SMS or Olark Chats, who have field Lead Origin as Lead add form and who has What is your current occupation as Working Professional. Also, avoiding to call leads who previously did not pick up calls, who are already a student and may be interested in any other courses. This will save time for team to reach out to potential leads.

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:

To minimize useless call, team must avoid leads with variable having negative coefficient and avoiding to call leads who previously did not pick up calls, who are already a student and may be interested in any other courses. Also, we can focus on other methodologies like automated emails and SMS follow-ups. This way, calling wont be required and customers will still feel interacted.