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

The top three variables which contribute most towards the probability of a lead getting converted are:

1. Tags_Closed by Horizzon (7.05)
2. Tags_Lost to EINS (6.31)
3. Tags_Will revert after reading the email (5.01)

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?

The top three categorical / dummy variables which contribute most towards the probability of a lead getting converted are:

1. Tags_Closed by Horizzon (7.05)
2. Tags_Lost to EINS (6.31)
 3.Tags_Will revert after reading the email (5.01)

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.

According to the issue statement provided, the X Education company has been given a time limit of two months as well as ten interns to identify all possible leads so that they can call as many of them as they can.

The team must be aware of the top 3 factors that contribute to lead conversion before deploying this (we already saw this in the previous question). The team must also analyse the factors that are having a negative influence on lead conversion rates before taking corrective actions that are needed.

Let's look at the variables that were user for building the model along with its coefficients which is given below

const	-1.1074
Total Time Spent on Website	1.1538
Lead Origin_Landing Page Submission	-0.8862
Lead Origin_Lead Add Form	1.2840
Lead Source_Olark Chat	0.8906
Lead Source_Welingak Website	3.8028
Last Activity_SMS Sent	2.1112
Last Notable Activity_Modified	-1.8644
Last Notable Activity_Olark Chat Conversation	-1.8535
Tags_Closed by Horizzon	7.0543
Tags_Interested in other courses	-1.7530
Tags_Lost to EINS	6.3067
Tags_Other_Tags	-2.4702
Tags_Ringing	-3.6840
Tags_Will revert after reading the email	5.0053

Therefore, the following variables are negatively impacting the lead conversion rate:

Tags_Ringing
Tags_Other_Tags
Tags_Interested in other courses
Last Notable Activity_Modified
Last Notable Activity_Olark Chat Conversation
Lead Origin_Landing Page Submission

In addition, we can see that 'Total Time Spent on Website' plays a little but significant role in conversion. Therefore, it is essential to improve the UI (user interface) of the website or app and make it more appealing and user-friendly so that users can easily navigate the platform.

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.

The company only has a very small amount of time left in the quarter before the deadline. Therefore, it is crucial that it concentrates more on hot leads with the highest lead conversion rate. (The variables of which were explained previously). Prioritize the leads and avoid making pointless calls. On the basis of the lead score, priorities can be set. One can target leads with a lead score of higher than 80%.