

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

Ans:

- Lead Origin_Lead Add Form
- Total Time Spent on Website
- Last Activity_SMS Sent

	coef	std err	z	P> z	[0.025	0.975]
const	-3.8472	0.132	-29.105	0.000	-4.106	-3.588
Total Time Spent on Website	1.1140	0.055	20.112	0.000	1.005	1.223
Lead Origin_Lead Add Form	1.6284	0.340	4.783	0.000	0.961	2.296
Lead Source_Olark Chat	1.4977	0.135	11.073	0.000	1.233	1.763
Lead Source_Welingak Website	4.0623	0.798	5.090	0.000	2.498	5.627
Last Activity_SMS Sent	2.0223	0.106	19.100	0.000	1.815	2.230
Tags_Closed by Horizzon	9.7112	1.026	9.469	0.000	7.701	11.721
Tags_Lost	7.2848	0.434	16.794	0.000	6.435	8.135
Tags_No phone number	-2.4672	1.033	-2.387	0.017	-4.493	-0.442
Tags_Others	2.0608	0.124	16.658	0.000	1.818	2.303
Tags_Will revert after reading the email	6.6428	0.203	32.761	0.000	6.245	7.040
Last Notable Activity_Modified	-1.7007	0.117	-14.511	0.000	-1.930	-1.471
Last Notable Activity_Olark Chat Conversation	-2.2584	0.448	-5.046	0.000	-3.136	-1.381

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:

- Lead Origin_Lead Add Form - Lead has added form
- Total Time Spent on Website – Work on that those customers who's spent most of the time on the website.
- Last Activity_SMS Sent – SMS sent cases are more likely to convert

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:

One of the good strategies especially for leads who have been identified as 1 by the model is to do follow ups, which means to get back in touch with the leads after their initial call. It can be achieved with phone calls or sending nurturing emails. Also tracking previous conversation to know if the lead is interested in getting converted as a paying customer. Finally, lead nurturing which means sending various kinds of emails to keep the leads interested so as to choose the X education instead of others. As for example it can be email of promos or other offers, such as rebate in interested courses if applied within a certain.

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:

Leads who have applied for 'Do No Email' already does not need to be attended again. Also based on the previous chat conversations if the lead is classified as it might be or worst then those leads can be ignored. Leads who shared their contact number in the website or through email but either are busy or ringing i.e., not answering to the calls can also be ignored as they are less likely to get converted.