1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
2. Top three features are Last Notable Activity\_Modified, Total Time Spent on Website, Lead Source\_Google
3. 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?
4. The top 3 categorical/dummy variables are Last Notable Activity\_Modified, Lead Source\_Google, Lead Source\_Direct Traffic.
5. 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.
6. More budget/spend must be done on Websites for advertising, and promotion. Incentives/discounts should be provided for referencing new hot leads. Based on the time they spent on a website recommend/advertise the courses more to lead.
7. 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.
8. Consider leads with Last Notable Activity as Modified, more total time spent on Website , Lead Sources are either via Google or Direct Traffic and last activity as chat conversation to contact So that there are high chances for them to be converted as leads.