

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

Ans:

Final Equation:

Converted = 0.204 + 11.1489 X TotalVisits + 4.4223 X Total Time Spent on Website + 4.2051 X Lead Origin_Lead Add Form + 1.4526 X Lead Source_Olark Chat + 2.1526 X Lead Source_Welingak Website - 1.5037 X Do Not Email_Yes + 2.7552 X Last Activity_Had a Phone Conversation + 1.1856 X Last Activity_SMS Sent - 2.3578 X What is your current occupation_Student - 2.5445 X What is your current occupation_Unemployed + 2.7846 X Last Notable Activity_Unreachable

Based on the coefficients of the Final Equation above, the Top three variables are:

1. **TotalVisits**
 2. **Total Time Spent on Website**
 3. **Lead Add Form (from Lead Origin)**
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:

Based on the coefficients in previously given Final Equation below are the top three categorical/dummy variables that should be focused the most in order to increase the probability of lead conversion:

1. **Lead Add Form (from Lead Origin)**
 2. **Unreachable (from Last Notable Activity)**
 3. **Had a Phone Conversation (from Last Activity)**
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:

Below are some points which are derived from the models top features to increase the lead conversion rate:

TotalVisits: Target leads that repeatedly visit the site. However they might be repeatedly visiting to compare courses from the other sites so the interns should be a bit more aggressive and should ensure competitive points are strictly highlighted and conveyed why X-Education is better.

Total Time Spent on Website: Target leads that spend a lot of time on X-Education site.

Lead Origin_Lead Add Form: Leads who have engaged through 'Lead Add Form' have higher conversion rate so company can focus on them.

Lead Source_Welingak Website: As conversion rate is higher for those leads who got to know about course from 'Welingak Website', so company can focus on this website to get a greater number of conversions.

What is your current occupation_Student: Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure they are industry ready by the time they complete their education.

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:

What is your current occupation_Housewife: Do not Focus on Housewife as they does not seem interested in industrial courses.

Specialization: Specialization like Healthcare, Hospitality, International Business and Services Excellence does not seem to be the right choice for these courses so do not make useless phone calls to these specializations.