

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

Answer: -

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

1. Total Time Spent on Website (coef: 4.67)
2. Lead Origin\_Lead Add Form (coef: 4.59)
3. What is your current occupation\_Working Professional (coef: 2.75)

	coef
const	-1.1340
TotalVisits	1.1295
Total Time Spent on Website	4.6760
Lead Origin_Lead Add Form	4.5981
Lead Source_Olark Chat	1.5013
Lead Source_Welingak Website	2.4638
Do Not Email_Yes	-1.8048
Last Activity_Olark Chat Conversation	-1.2706
What is your current occupation_Working Professional	2.7574
Last Notable Activity_Email Link Clicked	-2.0312
Last Notable Activity_Email Opened	-1.3920
Last Notable Activity_Modified	-1.8100
Last Notable Activity_Olark Chat Conversation	-1.5069
Last Notable Activity_Page Visited on Website	-1.9247

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?

Answer:

These 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: -

1. Lead Origin\_Lead Add Form
2. What is your current occupation\_Working Professional
3. What is your current occupation\_Working Professional

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.

**Answer:** - They can follow a strategy which may include these points:

- People should be contacted by phone if:
    - "Will revert after reading the email," "Closed by Horizon," "Lost to EINS," and other phrases appear in their tag.
    - If the lead source is Welingak Website.
    - If their most recent activity was via SMS.
    - If a person's lead quality poor, don't call them.
  - Target potential customers that are active on the X-Education website (Total Time Spent on Website).
  - Find leads who visit site often (measured by Page Views per Visit). However, the interns should be more proactive in highlighting X-competitive Education's benefits in certain areas since they might be browsing other websites to evaluate courses.
  - Concentrate on obtaining leads from recommendations because they are more likely to convert.
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.

**Answer:** -

They should focus more on alternative tactics in this scenario, such as SMS and automated emails. Because of this, calling won't be necessary unless there is an emergency. Consumers who have a very high possibility of purchasing the course can benefit from the above technique.

Beside they can also consider-

- Resist relying on leads that are unemployed. They might not have any money put up to pay for the training.
- Don't focus on students because they are already enrolled in school and wouldn't want to enroll in a course designed for working professionals at this early stage of the term.