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

The top 3 variables in the model which contribute most towards the probability of a lead getting converted are:

- ➢ **Total Time Spent on Website**
- ➢ **Lead Origin**
- ➢ **Last Activity**

People who are genuinely interested in enrolling for a course usually spend more time on the website, from browsing through the courses being offered (to select from) to what the course can offer them. As enrolling for a course is like an investment for the students so before making a call, they spend a significant amount of time on the website, probably to gather more insights regarding the course they want to enroll for.
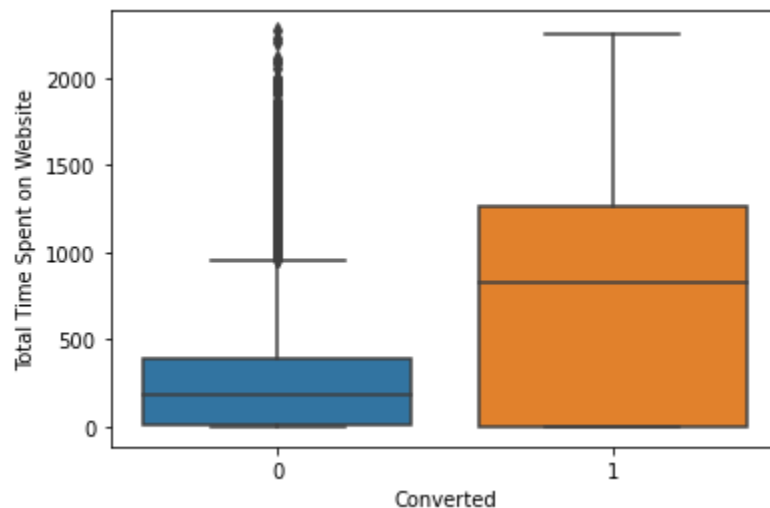
The above graph clearly shows that the people who have enrolled for a course have spent a significant amount of time on the website than the people who didn't enroll for a course. Thus, the people spending a lot of time on the website can be considered as potential leads.
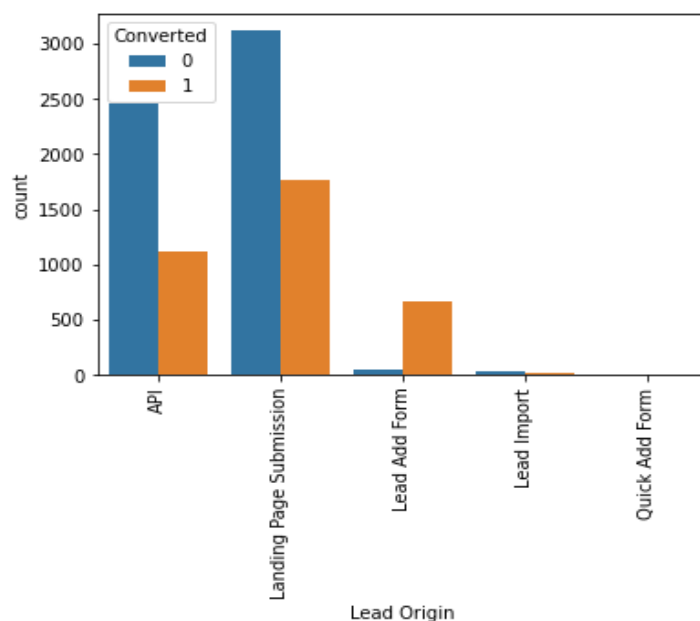
Lead Origin identifier also contributes towards the lead getting converted. To be specific the lead origin identifier "Lead Add Form" seems to be more promising in lead conversion. So, we need to focus more on leads generated from "Lead Add Form".
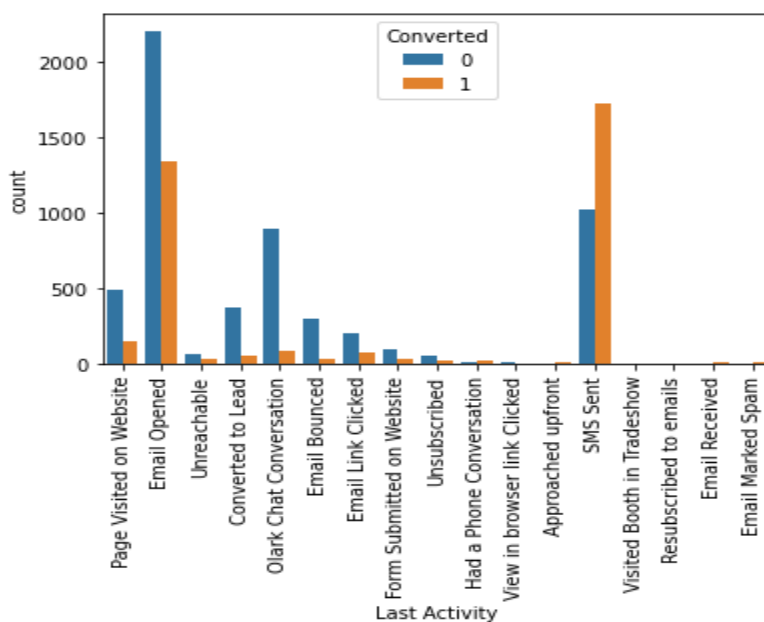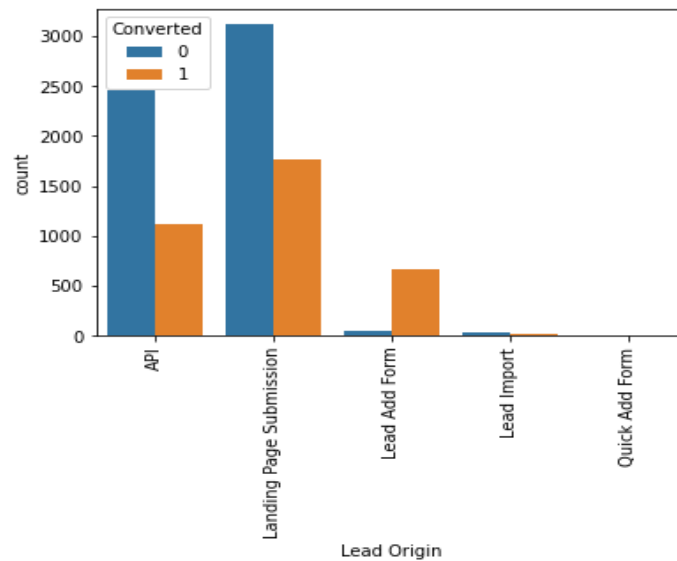

The last activity of the customer is also helpful in identifying the potential leads. The last activity such as 'SMS Sent' is helpful in identifying the potential leads.

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?

The top 3 categorical/dummy variables to be focused the most on in order to increase the probability of lead conversion are:

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

We should focus more on the leads generated from the lead origin source "Lead Add Form" as they have a high conversion rate than the others. Therefore, it will be helpful in increasing the probability of lead conversion.
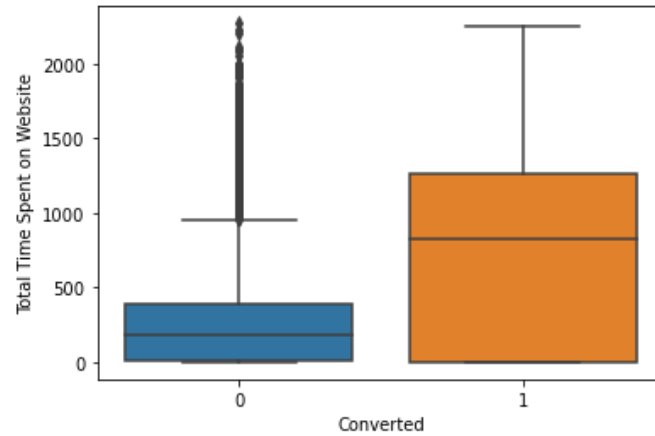
The above graph clearly shows that the people who have enrolled for a course have spent a significant amount of time on the website than the people who didn't enroll for a course. Thus, the people spending a lot of time on the website can be considered as potential leads.
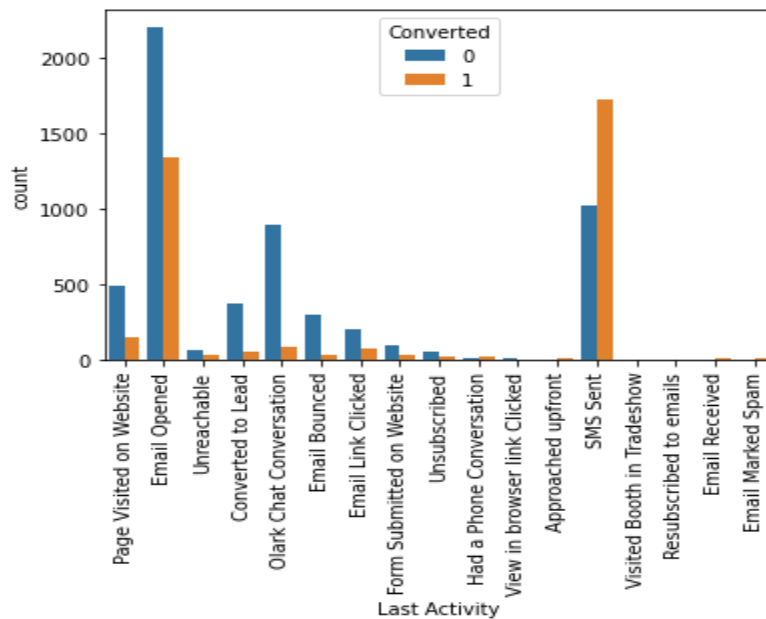
The last activity of the customer is also helpful in identifying the potential leads. The last activity such as 'SMS Sent' is helpful in identifying the potential leads. Therefore, we must focus more the last activity of customer specifically on the category "SMS Sent".

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.**

They should focus more on the leads having score of 30 or more, based on that they must look for people how have spent more time on website and from which 'Lead Origin' category they belong to. After that they must call the potential leads and try to convert them as a customer. For these bifurcated leads who have spent less time on website then must try to divert that traffic to website from time to time and focus in their last activity such as 'SMS Sent'. To bifurcate the leads, they should focus more on the people spending more time on website, the leads of 'Lead Add Form' category from Lead Origin.

Conversion rate from 'Lead add Form' is very high. Since we want to get the hot leads. This seems to be a good candidate for that. However, we see that the percentage of leads through 'Lead add Form' is low.

The company can take these actions based of these results:

1. Use marketing to increase leads through 'Lead add Form'.
2. API and Landing Page Submission has very high percentage of leads, but the conversion is low. Company may try to improve the lead conversion from these 2 Lead origins.
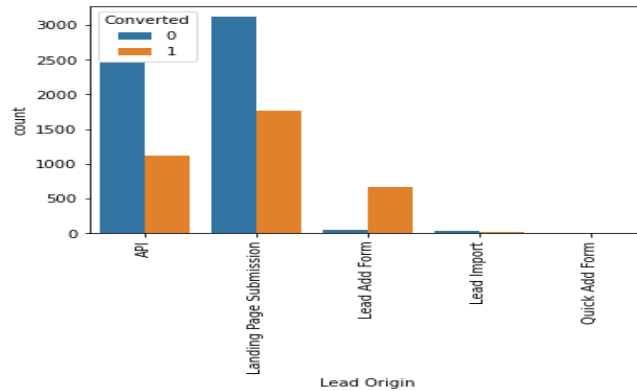
4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

During this time instead of calling they can focus more on sending SMS to the leads. Also, they can work on lead generation for next quarter by building new strategies for variables like "Lead Origin', and how make the website content more lucrative for customers (as potential leads spends a lot of time on website). They can also analyze the competitors in the market and gather feedbacks from customers. In case if they still have to call, they can target the customers with higher score let's say more than 50 or 60 depending upon the requirement (calling customers with higher score will reduce the number of phone call and only necessary calls can be made).

Most of the specialization have similar Conversion ratio. However few specializations have better conversion like Healthcare management. More focus should be given on these specializations. Although percentage of leads with Healthcare management is very low. Therefore, during this time they can build a strategy on how to get more leads from this sector by circulating surveys and analyzing their needs.