

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

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

1. Total Visits
2. Total Time Spent on Website
3. Lead\_Origin\_Landing Page Submission

These were determined based on RFE and the model built based on Logistic Regression.

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 : As seen through RFE and the results of the Logistic Regression process we can understand that the following dummy variables should be focused on to increase the probability of lead conversion.

1. Last Activity\_SMS Sent
2. Lead Source\_Olark Chat
3. Lead Origin\_Lead Add Form

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 : The strategy to be employed by the interns would be to focus on the leads who show a lot of engagement and identify themselves as “Enemployed” or “Looking for career growth”.

Also focus on those leads who spend a lot of time on the website, send SMS, open emails, engage in Olark chat or phone conversation with a sales representative as they have the most potential to be converted.

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 : The strategy to be followed would be to focus on calls for only the highest priority leads.

For the rest of the leads, there can be a plan in action to send regular emails or SMS as reminder to the prospective students on what they will gain through the course based on the lead profile.

Also for the leads where the Last Notable Activity\_Unreachable counts are high, we will focus on minimising the reach outs to them.  
Hence making optimum utilization of resources without numerous unnecessary phone calls.