

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

Ans.

Total Time Spent on Website
What is your current occupation
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.

What is your current occupation_Working Professional
Lead Origin_Lead Add Form
Last Activity_Had a Phone Conversation

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 company should contact the leads who are "working professionals" as they are more likely to get converted.
 - The company should contact leads where the lead origin is 'Lead Add Form' as they are more likely to get converted.
 - The company should contact leads whose last Activity was 'Phone Conversation' or 'SMS Sent'they are more likely to get converted.
 - The company should contact leads coming from the lead sources 'Welingak Website' they are more likely to get 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 company should not contact leads coming from lead_sources 'Google' , 'Organic Search' , 'Direct Traffic','Referral Sites' as they are not likely to get converted.
- The company should not contact leads who have Last_Activity 'Converted to Lead' , 'Olark Chat Conversation','Email Bounced' as they are not likely to get converted