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

Top 3 variables are as below based on coefficient value in model.

| Variables | Coefficient Value |
|------------------------------|-------------------|
| Total Time Spent on Website | 4.6521 |
| Lead Origin_Lead Add Form | 3.4412 |
| Lead Source_Welingak Website | 2.9229 |

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?

Top 3 dummy/categorical variables are as below based on coefficient value in model.

| Variables | Coefficient Value |
|--|-------------------|
| Lead Origin_Lead Add Form | 3.4412 |
| Lead Source_Welingak Website | 2.9229 |
| What is your current occupation_Working Professional | 2.4029 |

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: a. The Leads who have been visiting the site very frequently must be targeted since they could be those interested in the program and would visit the site more frequently either to compare with other programs or to find if there are new updates related to the program.

- b. Leads those are through references need to be targeted since this category will have the maximum chance of enrolling since they would have the realistic data / information in hand.
 - c. Professionals those who are looking for a change in their current organization or those looking for job opportunities must be approached since they can be positively convinced explaining the prospects of the program.
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: a. The company can think of developing new plans, schemes, and promotion campaigns to attract more and more professionals / students towards the program.

b. The company shouldn't focus on the students who are still studying since they have the less chance of enrolling.

c. The company shouldn't focus on those categories of people who are unemployed for quite long duration since they could be financially unstable.