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 that are contributing most to the probability of the lead conversion are –
   a. Do Not Email – This has a negative impact on the leads and that too by a factor of -1.5359.
   b. Total Time Spent on Website – This has the highest coefficient of 1.0158
   c. What matters most to you in choosing a course – This variable has the factor of -0.5362

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 –
   a. What matters most to you in choosing a course – This is a categorical variable with a high impact on the final output
   b. Lead Origin – The origin where the lead was identifies is also highly relevant, as some origins like 'referrals' are highly probable to convert.
   c. Lead Source – The source of the leads is another variable that seems to have a high impact on the outcome. Focusing more on sources like Google, where most of the traffic and hence probable leads are coming from.

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 – It makes sense to utilize the additional intern resources to aggressively increase the lead conversion.
For this period of 2 months, along with focusing on the leads with a higher score in a descending order, the sales team can also focus on calling those of the leads first that come from sources and origins that have had higher chances of conversion in the past. This will save time, because those leads are probable to not require much time to be converted.
The leads can effectively be classified into buckets of probability of conversion. Moreover, the interns that are less qualified and inexperienced can make calls to the highly probably conversions because as mentioned they are not going to require much persuasion.

This strategy will free up time for the experienced sales executives to call the lesser probably leads.

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 – In such a case, when the deadlines have been met, the sales team can focus on devising sales and advertisement campaigns for the coming periods and try to penetrate newer markets and increase the number of leads by encompassing more sources of leads.
When it comes to the phone calls to be made, the sales team can strictly be advised to only call those leads that are categorized as hot or basically have a high enough lead score. This would save unnecessarily wasted time on non-convertible leads.
Example – we have seen that the leads that come from referrals are highly likely to convert, so the sales team can focus on existing customers and persuade them with incentives to bring in referral leads. There are high quality leads that have a very high chance of conversions.

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