

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

Response: The top three variables in our model which has a positive impact in the lead conversion are:

- a. Lead Source is Welingak Website
 - b. Lead Source is a Reference
 - c. Last Notable Activity was when we Had a Phone Conversation
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?

Response: The top 3 focus areas for the firm to increase the lead conversion probability are:

- a. Do Not Email
 - b. Last Activity was a Olark Chat Conversation
 - c. Last Notable Activity - Email Link Clicked
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.

Response: X Education should double down the number of reach out they do to customers who were sourced from the “Welingak Website” or was a “Reference”. The model and historic data suggests that the probability of converting the Leads goes up significantly if there was a “Phone conversation” that had taken place.

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.

Response: X Education’s dataset suggests that apart from making phone calls, “Olark Chat” with users who spend considerable amount on time on their Website also have high probability of conversion. If the company wants to reduce phone calls for a period but still aims to increase business, chat with these customers or even “SMS sent” can help win more business.