

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

ANSWER :

1. Lead Source_Reference:
 - There is a greater chance that a lead will convert if it comes from a reference because referrals offer assurances from friends and current users who can be trusted, in addition to cashbacks.
 - Salespeople should concentrate on these leads. (Positive contribution)
 2. What is your current occupation_Student:
 - Not very helpful.
 - It is unlikely that a lead who is already enrolled in classes will enroll in another course intended for working professionals.
 - Salespeople shouldn't concentrate on these leads.
 3. Total Time Spent on Website:
 - Positive contribution.
 - Higher the time spent on the website, higher the probability of the lead converting into a customer .
 - Sales team should focus on such leads
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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?

ANSWER :

1. Total Time Spent on Website
2. 'Last Activity_Olark Chat Conversation
3. TotalVisits

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 :

Engage High-Spending Leads: Focus on leads who invest significant time on the X-Education site, as their interest is evident from their prolonged engagement.

Capture Frequent Visitors: Identify leads with high page views per visit. While they may be comparing courses from other sites, interns should highlight X-Education's competitive advantages assertively.

Leverage References: Prioritize leads referred by others, as they exhibit a higher likelihood of conversion, benefiting from pre-established trust.

Nurture Student Leads: While students may have a lower immediate conversion probability due to the industry-based course, emphasize the advantage of industry readiness upon graduation to boost their motivation.

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 :

Avoid Unemployed Leads: Steer clear of targeting unemployed individuals, as their current financial constraints may limit their ability to invest in the course.

Sideline Students: Refrain from focusing on students, who are unlikely to enroll in a course tailored for working professionals at this stage of their education.