

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

The top three variables in the model which contribute the most towards the probability of a lead getting converted are:

- TotalVisits
- Total Time Spent on Website
- Lead Origin_Lead Add Form

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?

The top 3 categorical/dummy variables in the model which should be focused in order to increase the probability of lead conversion

Lead Origin_Lead Add Form

Last Notable Activity_Unreachable

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.

Phone calls can be made if :

The customers are seen coming back to the website repeatedly.

The customers spend a lot of time in the website, By making the website interface more interesting, this time can be increased.

The customer last activity was through a phone conversation or the source of their visit is through Welingak website.

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.

In such situations, the company should make use of automated SMS or e-mails for promotions to customers. Calling will not be needed unless in case of an emergency.

Using sales funnel method, segregate the customers into new and potential/customers who have already shown interest. Existing team can only focus on people who have already expressed interest. For the new customers, the firm can adapt to using automated sms/email and many more to create brand awareness.