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

Ans: Top 3 variables in model which contribute most towards the probability of a lead getting converted:

1) What is your current occupation--Working Professional.

2) What is your current occupation--Businessman.

3) Lead Origin--Lead Add Form.

1. 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: 1) Lead Source--Direct Traffic

2) Last Activity--Email Bounced.

3) Lead Source--Referral Sites.

1. 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: Phone calls must be done if:

1. They are working Professionals.
2. People who filled the course form but did not get converted.
3. Targeted method to direct traffic to website(advertising, making website more attractive etc..).
4. Frequently monitoring customer’s last activities and contact them proactively if they’re showing interest in product.
5. 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: Sending Automated Emails and SMS to customers.

Sending Course outlines to mid-high potential customers mail to drive their interest.

Pursuing potential leads(Hot Leads).