

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

Solution:

- Lead Origin
- What is your current occupation
- Lead Source_

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?

Solution:

- Lead Add Form
- Working Professional
- Welingak Website

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.

Solution:

- Target leads from add form as they have close to 90% of conversion rate.
- Target leads who are unemployed or working professional as we have seen a good conversion rate. Along with these two one should target housewife also.
- Target leads those received through References as they have a higher probability of converting
- Target leads those who have spent considerable amount of time on website. As seen the probability of conversion increases with increase in time spent on 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.

Solution:

If they wish to minimize on the phone calls then best strategy would be focusing more on Olak chat (SMS). As we have seen most of the prospects have 'Email Opened' as their last activity

followed by SMS sent so better would be focusing more on SMS/Email as conversion rate is also high