

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

Total Visits

Total Time Spent on Website

Page Views Per Visit

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?

Lead Origin_Lead Add Form

Last Activity_Olark Chat Conversation

What is your current occupation_Working Professional

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.

They can select a lower cut off so that the leads have medium conversion rate are also included and hence they can concentrate on many leads and avoid losing any promising lead.

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.

Increase the cut off to include only the high conversion rate leads so there would be very less phone calls needed to be made.