

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

Top Three Variables Contributing to Lead Conversion

- Lead Origin_Lead Add Form: This variable has the highest positive coefficient (3.1042) and is highly significant (p-value = 0.000), indicating a strong positive impact on lead conversion.
- Total Time Spent on Website: With a high positive coefficient (1.1232) and a significant p-value (0.000), this variable shows that more time spent on the website significantly increases the likelihood of conversion.
- What is your current occupation_Working Professional: This variable also has a large positive coefficient (2.4057) and is highly significant (p-value = 0.000), suggesting that working professionals are more likely to convert.

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?

Top Three Categorical/Dummy Variables to Focus On

- Lead Origin_Lead Add Form: As mentioned, this variable has a substantial positive impact on conversion. Focusing on optimizing and increasing leads from the lead add form can significantly boost conversion rates.
 - Last Activity_SMS Sent: This variable has a positive coefficient (1.2604) and is highly significant (p-value = 0.000), indicating that sending SMS messages to leads is an effective strategy for increasing conversions.
 - Last Activity_Olark Chat: With a positive coefficient (1.0825) and significant p-value (0.000), engaging leads through Olark Chat also positively influences conversion rates.
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.

Based on selected model and coefficient. The inter should focus more on:

1. Lead Origin - Lead Add Form
2. Occupation - Working Professional
3. Total Time Spent on Website

Also based on Visualization and business knowledge, intern should focus on:

1. Total Visit, Total Time Spent on Website, Page Views Per Visit as this shows interest in course

2. Lead origin: Landing page submission. As this also shows interest in the course.
3. Profession: Working
4. Specialisation: Finance Management

Overall from the Predicted conversion should be reach as the accuracy is above 80%

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.

Strategy to Minimize Unnecessary Phone Calls

1. Lead Scoring: Only call leads with the highest predicted conversion probabilities.
2. Automate process: Use automated emails and SMS for targeted leads
3. Focus on lead who are visiting more frequently and speeding more time. Prioritise the one where origin is Landing Page Submission and where the lead has tried to reach out for more question like email, SMS , chat etc.