

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

Answer:

The top 3 variables, which contribute most towards the probability of a lead getting converted are below:

- **Lead Origin:**
 - From above plot, API, Landing Page Submission and Lead Add Form are having impact on conversion rate.
 - Even though, API and Landing Page Submission are having less 'Converted' rate, but the amount of lead is being generated can be considered.
 - In case of Lead Add Form, we can clearly see the amount of 'Converted' is less but the converted rate is more. For 'Lead Import', the converted rate is very low.
 - So, to improve overall lead conversion rate, the company needs to focus more on improving lead conversion of API and Landing Page Submission origin and generate more leads from Lead Add Form.
- **Lead Source:**
 - Here, we can see Direct Traffic and Google can be helpful to increase conversion rate.
 - The conversion rate in case of reference and welingak website is high.
 - So, to improve overall lead conversion rate, the company needs to focus on improving lead conversion of olark chat, organic search, direct traffic, and google leads and generate more leads from reference and welingak website.
- **Time Spent on Website:**
 - Here, we can see leads, who spends more time on the website their conversion rate is more.
 - Website is an important criteria for improving conversion score.

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?

Answer:

- **Last activity:**
 - Here, most of the leads are engaged in Email and SMS.
 - The conversion rate is more in case of activity SMS sent.

- **current occupation:**
- Working Professional are more likely to join the courses. So, our focus should be more on them.
- For Unemployed leads, the conversion rate is less but the number of joiners are more.
- **Specialization:**
- The company should give more importance to other specialization..

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.

Answer:

During this time, X Education should focus on below variables and data:

a) Lead Source:

- X Education sales team should actively search the leads from Google and Direct traffic channels
- Sales team should search the leads through reference and welingak website.

b) Lead Origin:

- The sales team should select the leads through API and Landing Page

Submission origin and Lead Add Form.

C) Time Spent on Website:

- X Education should work on Websites to make more interactive.

D) Last activity:

- The sales team should contact the leads via Email and SMS.

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.

Answer:

- In this situation, X Education should analyze the Lead score of each lead and they can filtered out the leads with high lead scores.
- The potential leads can be decided on the basis of lead scores now.

- If the lead score is higher i.e. greater than 80, then the lead is hot and is most likely to convert.
- So, the sales team should contact leads, who all are having only high lead score.