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

Occupation,Lead Source,Last Activity are the top three important predictors when ranked based on their standardized coefficient values.We can infer this as higher the magitude of coefficients ,higher their contribution in predicting the probability of the conversion rate.

The conversion rates of these variables.

Also based on the Information value provided by these variables.

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?

Last Activity\_Olark Chat Conversation,

Last Activity\_Email Opened

Lead Source\_Olark Chat – Olark Chat conversations

Total Time Spent on Website– if we can ensure that a student spends more time on the website.

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.

Based on the model,Working professionals who are through references should be targetted first.

And then phone calls.

1. 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.

Work on website content?

Conduct trainings to employees on Olark chat

Olark chat conversations should happen

More effective emails to be sent

Effective content on the website