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

Ans:

The top 3 variables in the model that contribute most towards higher probability in lead conversion are:

* Total Time Spent on Website: The customers spending more time on website can turn to be potential leads.
* Lead Origin: Leads who have engaged through 'Lead Add Form' having higher conversion rate so company can focus on it.
* Last Activity: The last activity by the customer who successfully converted to lead.

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?

Ans:

The top 3 dummy variables in the model that contribute most towards higher probability in lead conversion are:

Lead Origin\_Lead Add Form, Last Activity\_Converted to Lead and Tags\_Busy

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.

Ans:

Below are some of the strategies to be followed using the model.

* Building a model by considering points like: Time spent on website, Lead Origin by add form etc
* Use messaging via SMS or email to make the customer to converted lead. Discussing and resolving issues of the customers.
* Provide details and suggestions to convert them to potential lead.

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.

Ans:

* Don’t focus on unemployed leads as they might take more time or more discounts.
* Don’t focus on students as they are studying and might not be interested to take the course.