

Answers to the Question

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

The Top three variables are

1. Lead_origin: Lead_Form
2. Occupation: Working Profession
3. Lead_source: Welingak Website.

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?

1. Spent more time on their website
2. Visited their website a greater number of times
3. Their Last activity was SMS or Email Following these traits would increase the lead conversions to a higher percentage.

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.

a. The Leads who are spending more time on Website are more likely to get converted. So we can reach out to these people through call to make conversion more aggressive.

b. Can reach out the people who gets course information from Welingak Website as there is a high conversion rate in this case

c. Working professionals has high chances of joining the program so should focus on the Working Professionals

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.

- a. Not to call the people who are not interested to get call about course details
- b. Not to approach the lead whose last activity modifies.