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

[Answer 1]
The top 3 variables in our model that contribute most towards the probability of a lead getting converted are:

1. Total Time Spent on Website
2. Leads that have come through source as reference
3. Leads that have come through source as 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?

[Answer 2]
The top 3 variables in our model that should be focused the most inorder to increase the probability of a lead getting converted are:

1. Last Notable Activity_Olark Chat Conversation - Olark chat needs to be improved to redirect leads to the sales team
2. Last Notable Activity_Modified – Sales team to check for any modifications done by the leads and follow up for further steps with
3. Tags_Will revert after reading the email - sales team need to follow up on the mail sent to leads to resolve any further queries to improve lead conversion

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 3]
The answer to this question strongly correlates to Q1 above meaning the interns need to leverage the top 3 variables predicted by the model to maximize the probability of lead conversion:

1. Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
2. Target leads that have come through Reference since those leads have a higher probability of converting due to certain human aspects such as trust relationship with the referrer, cash discount, growing the alumni network etc.
3. Target leads that have come through Welingak website since those leads will be looking for specific course details on the website and probably even may be comparing course curriculum,

fees including other details with competitors of X Education. Interns can make phone calls to these leads and highlight the competitive advantage, distinct features of X Education over others.

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 4]

1. Focus on leads whose last notable activity was with status as Modified which would mean the lead is interested to know further details on the course which could be a potential customer.

2. Focus on leads with status of Tags as 'Will revert after reading the email' - sales team need to follow up on the mail they had sent to leads and check on any further queries to improve lead conversion.