

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

Answer: 'Lead Source, What is your current occupation , Last Activity

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: Lead Source_Olark Chat', 'Lead Source_Welingak Website', Last Activity_Olark Chat Conversation'

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:

Sales team should

Concentrate more on Leads with:

- Source Welingak Website/ Reference/Olark Chat
- last action as SMS Conversation,
- Working Professionals
- More Total Visits and Total Time Spent on Website .

Sales team should ignore Leads:

- Who are Specialized in Travel and Tourism
- leads other than sms sent as last activity
- With motto other than Better career prospects.
- Should not consider leads with current status "Ringing.

Customers who have selected "Do Not Email" as Yes are less likely to be converted.

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: Company should communicate with sales team to make business with customers through sms and chat through olark website