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

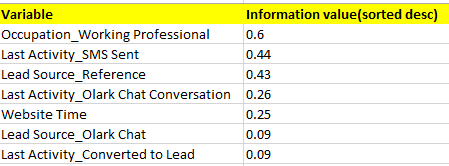
**Answer:**

From the final version of the Logistic Regression model,the top three important predictors when ranked based on their standardized coefficient values are

1. Current Occupation.
2. Lead Source.
3. Last Activity.

We can infer this as higher the magnitude of coefficients,higher their contribution in predicting the probability of the conversion rate based on the Log odds function.

Also,the Information Value(IV) provided by these three variables is high compared to other variables of the model.



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?

The final set of predictors recommended by the model in the decreasing order of their regression coefficient values is:

|  |  |
| --- | --- |
| **Variable** | **Coefficients** |
| Occupation\_Working Professional | 2.9662 |
| Lead Source\_Reference | 2.8502 |
| Last Activity\_SMS Sent | 1.6785 |
| Website Time | 0.9859 |
| Last Activity\_Email Opened | 0.6105 |
| Lead Source\_Olark Chat | 0.2311 |
| TotalVisits | 0.0683 |
| Lead Source\_Direct Traffic | -0.2514 |
| Country\_India | -0.2983 |
| Lead Origin\_Landing Page Submission | -0.5406 |
| Last Activity\_Converted to Lead | -0.8215 |
| Last Activity\_Olark Chat Conversation | -0.9478 |

Based on the above list,the top 3 dummy/categorical variables that can result in actionable artifacts for improvement are:

**1.Country\_India:**

A whooping 73% of the leads are from the Country-India ,but only 38% of them are converted.Hence,this is an indicator of area of improvement.

**2.Lead Origin\_Landing Page Submission:**

Even though major share of the leads are originated from Landing page submission – around 52% of them ,only 36% of them are converted.Hence,this area can be looked into for improvement.

**3.Last Activity\_Olark Chat Conversation:**

Students sourced from Olark Chat have shown a positive correlation with the conversion rate.But the Olark Chat Conversation recorded a negative correlation.

Olark Chat Conversation variable comprises only 10% of the leads and out of which only 8% are converted.

**4.Last Activity\_Converted to Lead:**

Converted to lead seems to be the first step when a particular person is treated as a lead after filling up the form with details like email,contact etc.

Converted to Lead variable comprises of only 4% of the leads out of which only 12% are converted.

Going by the coefficients of these dummy variables and their conversion rates,they give a clear picture of the scope of improvement.

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.

**Answer:**

Based on the model,the below few recommendations can help interns to attract more students for enrollment into courses.

**1.Reaching out to Working Professionals:**

The interns should give high priority to working professionals.Hence,they can be approached over phone only on weekends(as most of the Organisations have weekends as holidays).

On weekdays,the prospective candidates can be contacted through email,SMS.

**2.Attracting more references:**

After a detailed brainstorming of the options,various referral offers should be rolled out to the current students as past data shows that references have played a key role in more leads getting converted.

**3.Increasing visitor count to the website:**

Effectively promote courses and the X educational company to attract more visitors to the website as Visits has a positive impact on the lead conversion.

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.

**Answer:**

Based on the model,the sales team can focus on below areas

**1.Improving website content:**

As we see that the Time spent on the website and Total Visits are key drivers in a lead getting converted,the website content can be improved with the latest trends in the market,providing crisp and to-the-point information(keeping in mind the busyness of the working professionals who are highly converted).

**2.Email content:**

As Last Activity\_Email Opened is positively correlated with the conversion,the email content can be improved to attract more enrollment.There have been successful usecases where simple changes in Email content like below can have a significant impact.

1. Addressing the receive by their Name( based on the details provided by them on the website).
2. Customizing content based on their profiles(for instance,different content for students and working professionals and so on).

**3.Business communications training:**

As we see Olark Chat is a key source for attracting prospective students,but the conversations on Olark chat have less contribution to the lead conversion.Hence, a formal business communications training to the sales team especially using Olark Chat can result in more lead conversion rate.