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

Answer:

The top 3 variables are:

- Total Time Spent on Website
- Lead Origin_Lead Add Form
- Tags_Will revert after reading the email

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:

The top 3 categorical/dummy variables are:

- Lead Origin (Lead Add Form)
- Tags_Will revert after reading the email
- What is your current occupation_Working Professional

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:

We need to reach out to people who are **spending more time on websites** and more importantly **working professionals** are the people who have high conversion rate as per the model. Secondly, we need to check on the tags, which are highlighted as "**Will revert after reading the mail".**

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:

In this case, maybe they can use other communication methods such as automated email and SMS. And we can use chatbot when the user is spending time on the website. Make the website more attractive and build landing pages to advertise more on other social media to get more leads for X Education website.