

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

The top 3 variables are as follows:

- a. Grouped Tags\_EINS / Others
- b. Last Notable Activity\_SMS Sent
- c. Last Notable Activity\_Unsubscribed

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?

The top 3 categorical/dummy variables are as follows:

- a. Grouped Tags\_EINS / Others
- b. Last Notable Activity\_SMS Sent
- c. Last Notable Activity\_Unsubscribed

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.

- References and Welingak Website have the highest conversion, so the focus should be on these to convert
- References can be made more lucrative
- If an individual spends over 10 minutes, he is more than 50% likely to join. So focus on them
- SMS' work better than other forms of communication / involvement - should look to target customers using this means
- Working professionals are most likely to go for a course so it is obvious they are the ones to go after
- If the individual is outside of Mumbai, the probability of conversion is higher
- Total Visits is relatively more correlated to conversion so would make sense to try reaching out to them

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.

- They can focus on Olark Chat as they have high number of leads but poor conversion

- SMS' work better than other forms of communication / involvement - should look to target customers using this means
- Additionally, they can focus on improving their email marketing campaigns to increase the conversion rate of leads without making unnecessary phone calls.