

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

Answer:

Below are the top three variables in the model that contribute towards probability of lead getting converted

- **Last Notable Activity\_Had a Phone Conversation:** Leads with the tag "Phone conversation as the student's last noteworthy activity"
  - **Lead Source\_Welingak website:** leads originating from the Welingak page
  - **Lead Origin\_Lead Add Form:** Leads whose source was in the form also have a strong relationship with conversion.
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:

Top 3 categorical/Dummy Variables to increase probability are:

- **Last Notable Activity\_SMS Sent:** lead records that have the keyword "SMS" sent as the student's final noteworthy accomplishment.
  - **Lead Source\_Olark chat:** Leads from sources like Oork Chat can also be targeted for conversion.
  - **Total Time Spent on Website:** For effective conversion, attention can be given to leads who have spent the most time on the website.
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:

Phone calls must be done to people if:

- They spend a lot of time on the website, which can be increased by making it engaging and keeping them coming back.
- They can be seen frequently returning to the website.
- Their most recent communication was via SMS or Olark messaging.
- They are working professionals

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:**

- They should concentrate more on alternative strategies in this situation, such as automatic letters and SMS. Calling won't be necessary unless it's needed this way. The aforementioned tactic can be used, but only with clients who have a very high likelihood of purchasing the course.