

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

Solution:-

- Lead Origin_Lead Add Form: Leads generated by lead add form has more conversion
- Lead Source_Welingak Website: Leads generation by Welingak Website contributing one of most
- Last Notable Activity_Others: Last Notable Activity_Others also has correlation 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?

Solution:-

- Lead Origin_Lead Add Form: Leads generated by lead add form has more conversion
- Lead Source_Welingak Website: Leads generation by Welingak Website contributing one of most
- Last Notable Activity_Others: Last Notable Activity_Others also has correlation with conversion

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.

Solution:-

To make lead conversion more aggressive interns can focus on following categories based on their higher lead conversion rates

- 1]Refererals and Welingak Website
- 2] Lead Origin_Lead Add Form
- 3] Working Professional
- 4] Last_Activity SMS sent
- 5] From city like Mumbai
- 6] Last Notable Activity_Others

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.

Solution:-

As it is bounded by time so it is best that Company should focus on hot leads that has higher rate of conversion so company can focus on hot leads with 80% of lead score And company can convert hot leads with 60-80% with some schemes like additional free courses or better EMI scheme