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

Ans : Below give are the top features which contribute most towards getting most Leads converted -

    a. Total time spent on website – this feature has highest probability to get converted in course as the Lead who are more interested in enrolling in courses will spend more time exploring options on website and reading course material and finding the best course for them.

    b. What is your current occupation – Mostly leads are unemployed and hence want to enhance their skills with additional courses. They are more willing to take get converted into registering for any course.

    c. Last Activity_Had a Phone Conversation – the Leads who get involved in phone conversation with sales executive are more likely to get converted in enrolling themselves in courses.

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?

Ans : Below given dummy variables should be focused while working on lead conversion as all the below pointers have high probability which will profitable for X Education in its overall performance and leading market. The teams who make calls to Hot Leads should focus on below first in order to get more conversions -

    a. Specialization_Finance Management – This specifies that in which specialization, Leads are interested into. Here the majority of the Leads are interested into Finance Management followed by HR and Marketing Management.

    b. What is your current occupation_Unemployed - Mostly leads are unemployed and hence want to enhance their skills with additional courses. They are more willing to take get converted into registering for any course.

    c. Last Activity_SMS Sent – the leads who has higher number of SMS sent are more quicker to move to Converted Leads.

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 inters 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.

Ans : The company X Education can aggressively focus on below leads in order to get more conversions –

   a. The Leads who spend more time on website are the ones who should not be missed as they can easily be converted if proper mentoring is done in terms of their career, benefits from X Education and the types of support they would be getting from X Education.
   b. Another aspect is to look for the leads who are students. After unemployed, students will be willing to go for higher studies and they have higher chances of enrolling in course as they have been studying and have fresh knowledge of some content in course. They are also keen to go for some course which involves in mentoring for job so that it becomes easier for them to find a good job for their career.
   c. There are some leads who have selected Lead Source as Reference. These will be the people who would be referred by any current or previous student. The earlier students would have found the course good and suggested the same to other friends and family members. Hence these prospects will get converted with high probability.

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.

Ans : Once company reaches its target and want to avoid unnecessary phone calls, the company can opt for other ways to get more interested people. By doing this, the company will save manpower cost of appointing more Call center executives also at the same time utilizing existing executives to make calls as per above hot leads in order to generate more business.

Firstly, the company can revisit their webpage to make it easy to navigate for new ones to visit website for them to gather information.

Secondly, it should be mandatory to fill all selection fields options in order to get more information about the Leads so that it is convenient for EDA without having any null values which can mislead the analysis. Also it will help calling team to focus on important prospects to have conversion faster.