

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

The Top 3 variables in our model which contribute most towards the probability of a lead are :

1. Total time spent on website
2. Lead Origin_Lead Add Form
3. Total Visits

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 in our model which contribute most towards increasing the probability of lead conversion are:

Lead Origin_Lead Add Form
Current occupation_Working Professional
Lead Source_Welingak Website

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.

During these 2 months that X Education recruits interns, they should prioritise on the features in our models that contributed to increasing the conversion probability of leads.

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const	-2.0819
TotalVisits	2.7979
Total Time Spent on Website	4.5803
Page Views Per Visit	-1.4958
Lead Origin_Lead Add Form	3.8117
Lead Source_Olark Chat	1.4892
Lead Source_Welingak Website	2.2917
Last Activity_Converted to Lead	-1.0793
Last Activity_Email Bounced	-2.2571
Last Activity_Had a Phone Conversation	2.1928
Last Activity_Olark Chat Conversation	-1.1976
Last Activity_SMS Sent	1.1172
What is your current occupation_Working Professional	2.5069
Last Notable Activity_Unreachable	2.7864

Particularly having the interns focus on leads that have a lower probability of conversion as well. Determined by features which reduce the possibility for conversion, interns could focus on leads who have used Olark Chat, or conversed on the platform, with fewer visits to the platform, leads whose last activity was an SMS sent or even leads whose emails have bounced (using alternate contact details available).

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.

As the company is busiest during the quarter before its deadline, they should prioritize focusing on hot leads with the highest chance of conversion so as not to spend unnecessary time on phone calls and emails on leads that have lower conversion rates that could potentially take away time from more promising leads.

Adhering to the features that signify the conversion potential of a lead, the sales team should work in line with these features to prioritize these specific leads to convert to hot leads.