

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

Ans) Based on the results of the analysis, below three are the variables with top three highest coefficients that are contributing highest probability in getting a customer converted to a lead.

| Variable/Parameter | Coefficient |
|--|-------------|
| Lead Origin_Lead Add Form | 3.305785 |
| What is your current occupation_Working Professional | 2.675591 |
| Lead Source_Welingak Website | 2.132138 |

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) Based on the results of the analysis, below three are the Dummy/Categorical variables with top three highest coefficients that are contributing highest probability in getting a customer converted to a lead.

| Variable/Parameter | Coefficient |
|--|-------------|
| Lead Origin_Lead Add Form | 3.305785 |
| What is your current occupation_Working Professional | 2.675591 |
| Lead Source_Welingak Website | 2.132138 |

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.

Ans) Phone calls must be done to people

- Who spend more time on the website (Total Time Spent on Website)
- Who visits the website more often (Page views per visit)
- Who have come through References as they have a higher probability of converting.
- Who are unemployed or 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.

Ans)

- Do not focus on unemployed leads. They might not have a budget to spend on the course.
- Do not concentrate on students because they are currently studying and would be unwilling to enroll in a course intended specifically for working professionals so early in their tenure.
- Automated mails/sms to focused leads.