

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

- i.) Last Activity_SMS Sent
- ii.) What is your current occupation_Working Professional
- iii.) Last Activity_Email Opened

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?

- i.) Country - India
- ii.) What is your current occupation – Working Professionals
- iii.) City - Mumbai
- iv.) Specialization – Business Administration

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.

- The company **should make calls** to the leads coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.
- The company **should make calls** to the leads who are the "working professionals" as they are more likely to get converted.
- The company **should make calls** to the leads who spent "more time on the websites" as these are more likely to get converted.
- The company **should make calls** to the leads coming from the lead sources "Olark Chat" as these are more likely to get converted.
- The company **should make calls** to the leads whose last activity was SMS Sent as they are more likely to get converted.
- The company **should not make calls** to the leads whose last activity was "Olark Chat Conversation" as they are not likely to get converted.
- The company **should not make calls** to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.
- The company **should not make calls** to the leads whose Specialization was "Others" as they are not likely to get converted.
- The company **should not make calls** to the leads who chose the option of "Do not Email" as "yes" as they are not likely to get converted.

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.

X-Education has a better chance of converting a potential lead when:

- **The total time spent on the Website is high:** Leads who have spent more time on the website have converted
- **Current Occupation is specified:** Leads who are working professionals have high chances of getting converted. People who were looking for better prospects like Unemployed, students, Housewives and Business professionals were also good prospects to focus on.
- **When the Lead origin was Lead Add form** Leads who have responded/ or engaged through Lead Add Forms have had a higher chances of getting converted
- **Number of Total Visits were high** Leads who have made a greater number of visits have higher chances of getting converted.
- **When the last activity was SMS sent or Email opened** Members who have sent an SMS for enquiry or who have opened the email have a higher chance of getting converted.
- **Focus should be on improving lead conversion of** olark chat, organic search, direct traffic, and google leads and generate more leads from reference and welingak website.
- **We improve lead conversion of** API and Landing Page Submission origin and generate more leads from Lead Add Form.
- **Leads spending more time** on the website are more likely to be converted.
- **Website are to be made** more engaging to make leads spend more time.