

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

Answer: Last Notable Activity_Had a Phone Conversation

Occupation being working professional

Lead Source_Welingak Website

All 3 are positively correlated

	coef	std err	z	P> z	[0.025	0.975]
const	0.7581	0.134	5.652	0.000	0.495	1.021
Do Not Email	-1.2656	0.199	-6.363	0.000	-1.655	-0.876
Total Time Spent on Website	1.0868	0.040	26.914	0.000	1.008	1.166
Lead Origin_Landing Page Submission	-1.0147	0.132	-7.661	0.000	-1.274	-0.755
Lead Origin_Lead Add Form	2.1724	0.231	9.414	0.000	1.720	2.625
Lead Source_Direct Traffic	-1.2381	0.148	-8.365	0.000	-1.528	-0.948
Lead Source_Google	-1.0129	0.126	-8.032	0.000	-1.260	-0.766
Lead Source_Organic Search	-1.1982	0.148	-8.095	0.000	-1.488	-0.908
Lead Source_Referral Sites	-1.3867	0.345	-4.025	0.000	-2.062	-0.711
Lead Source_Welingak Website	2.4744	0.758	3.264	0.001	0.989	3.960
Last Activity_Converted to Lead	-1.1412	0.213	-5.369	0.000	-1.558	-0.725
Last Activity_Email Bounced	-1.7371	0.635	-2.735	0.006	-2.982	-0.492
Last Activity_Olark Chat Conversation	-1.5428	0.171	-9.038	0.000	-1.877	-1.208
Specialization_not provided	-1.1463	0.123	-9.311	0.000	-1.388	-0.905
What is your current occupation_Working Professional	2.7095	0.197	13.774	0.000	2.324	3.095
Last Notable Activity_Email Bounced	2.3095	0.787	2.934	0.003	0.767	3.852
Last Notable Activity_Had a Phone Conversation	2.9265	1.126	2.600	0.009	0.720	5.133
Last Notable Activity_SMS Sent	1.5810	0.081	19.464	0.000	1.422	1.740
Last Notable Activity_Unreachable	1.4619	0.495	2.954	0.003	0.492	2.432

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?

Answer: Last Notable Activity_Had a Phone Conversation

Occupation being working professional

Lead Source_Welingak Website

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Answer: Sensitivity of the model is 70% i.e. the model is possessing 70% value correctly and the true positive value is 78%. Each intern can attend 7 to 8 people who have a higher lead score.

Phone calls must be done to people if:

- They spend a lot of time on the website and hence it should be made interesting to bring them back to the site.
- They are seen coming back to the website repeatedly
- Their last activity is through SMS or through Olark chat conversation
- They are 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.

Answer: In this condition they can try and engage with the customer by giving them a call to action via emails and SMS. The above strategy can prove to be useful to understand the customers that have a very high chance of buying the course. Also, another alternative will be to send curated ads targeting these specific groups of customers on platforms like Youtube and social media; Discounts on websites can be another way.