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

* Lead Origin – Lead Add form
* Occupation – Working Professional
* Lead Source – Welingak Website

1. 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?

* Lead Origin
* Lead Source
* Last Activity

1. 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.

* Cover as many people who is with Lead origin as Lead Add form
* Working professionals tend to purchase more compared to non-working personnel
* Verify the activity Level of the shortlisted customers.
  + How much time they’ve spend on the website. The more they spend the more likely they are to convert.
  + What is the recent communication happened like if they received any new messages, if they viewed recent mails
  + Olark chat activity doesn’t seem to be useful here. As people tend to just checkout. It is unlikely we will get these people converted.
  + People tend convert, who are interested in the course, likely to do research and tend to take lot of time, So best matrix is to look for time spent on website.
* Avoid people who opted for Do not disturb. It’s very unlikely to get those people to convert

1. 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.

* First exclude all those who enabled do not disturb, as these are very unlikely to convert.
* There seem to have a high correlation to email and sms communication. Since we’re also trying to reduce phone calls, we can try to implement sms and email communication to potential targets. Keep track of the activities
* If activities seems to be increased and increased time on website we can confirm it’s a high potential target
* If the target seem to be a working professional, it checks all the boxes, It’s a best approach to reach them in phone and provide tailored fit offers and engage negotiations.
* In this manner, It is likely we may reduce the do not disturb requests from the users and by precise marketing, we’ll achieve more time on website from users.
* These will lead to more potentials users, while minimizing the cost of calling majority of the potential customers