

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

Answer:

Top 3 variables in the models are:

- Lead Source_Welingak Website with positive coefficient of 4.7787
- What is your current occupation_Working Professional with positive coefficient of 2.9515
- Last Activity with positive coefficient of 1.2811

Positive coefficient means increase the variable value will leads to increase in lead score.

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:

Top 3 categories of dummy variables are:

- Lead Source: Different values of lead source have positive or negative impact on the score. Eg. Site visit as the source has positive impact but direct traffic, google has negative impact on the lead score means these prospects are less likely to enroll for the course.
- What is your current occupation: Working professional are more likely to enroll for the course.
- Last Activity: Last Activity as SMS sent has positive impact on the lead score.

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.

Answer:

Strategy to employ during this period can be as follows :

- Target the prospects for which source is through website.
- Target the prospects who spent a lot of time on the website.

- Target prospects who are working professionals.
 - Target prospects who are from banking and insurance background.
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 scenario company can avoid below leads:

- Leads who are student, housewives or unemployed.
- Leads who are from rural or Agri background.
- Leads whose sources are google or direct traffic or reference.