

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

Ans: Predictor Variables present in the model:

tags_Will revert after reading the email,
tags_Lost to EINS,
tags_Ringing ,
tags_Closed by Horizzon,
last_notable_activity_SMS Sent,
origin_Lead Add Form,
Total Time Spent on Website,
Page Views Per Visit,
tags_Unknown,
occupation_Unknown

Out of all these variables tags_Will revert after reading the email, tags_Lost to EINS, tags_Closed by Horizzon have highest coefficients and hence impact the predictability power the most.

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: Company should focus on below 3 features :

- a. The customers who have a current status (Tags) as "Will revert after reading the email", "Lost to EINS", "Closed by Horizzon" are most likely to convert and buying the course.
- b. Total Time spent on Website is another feature which has a lot of impact on converting a lead. So if a customer is putting effort in exploring the whole website, they can be enticed by either sending mails/phone calls, this would result in higher conversion rates
- c. Customers who have lead origin as Lead Add Form are also more likely to be converted.

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: The team should focus on all the model features, this will ensure predictions of at least 90% data correctly.

tags_Will revert after reading the email,
tags_Lost to EINS,
tags_Ringing ,
tags_Closed by Horizzon,
last_notable_activity_SMS Sent,
origin_Lead Add Form,
Total Time Spent on Website,
Page Views Per Visit,
tags_Unknown,
occupation_Unknown

They can also focus on customers that had lead source as referenced as they also have high conversion rates.

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: When the situations are too tight it is best to focus on the customers who have a current status (Tags) as "Will revert after reading the email", "Lost to EINS", "Closed by Horizzon" as they are most likely to convert and buying the course. Team can also monitor the customers total time spent on website and filter out the ones having time range within 1500.