

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

Top three variables which contribute most towards the probability of a lead getting converted are:

i. Total time spent on Website-

- Positive contribution
- The longer a visitor stays on a website, the more likely it is that they will become a customer
- Sales team should focus on such leads

ii. Tags_Will revert after reading the email-

- Positive contribution
- Since people generally referring to emails tends to revert back after getting mails on regular basis rather than getting direct calls.
- Sales team should focus on such leads

iii. Last Notable Activity_SMS Sent-

- Positive contribution
- If the lead is mostly active through SMS, it is likely that they would join up for some courses, since when people are more engaged in SMS, they tend to get various course related information through SMS.
- Sales team should focus on such leads

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?

Top 3 categorical/dummy variables in the model which should be focused the most are:

- i. Lead source_References
- ii. Lead source_Social media
- iii. Lead Source_Olark Chat

It appears that the Lead Source is crucial in scouting for leads with a greater possibility of converting.

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.

- i. Target leads that spend a lot of time on X-Education site (Total time spent on website)
- ii. Target leads who return to the site (Page views per visit)
- iii. Target leads that have come through references

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.

- i. Company should not focus on students because they are currently studying and would be unwilling to enroll for industry focus course.
- ii. Company should not focus on unemployed leads since they might be financially strong to undertake the course.