

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

A: Top 3 variables which had most contribution towards the model are as below.

- Total Time Spent on Website
- Lead Source_Welingak Website
- Lead Source_Reference

Leads who spend more time on website seems to be converted more.

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?

A: Top 3 Categorical/dummy variables which are to be focused so that lead conversion will be maximum are as below.

- Lead Source_Welingak Website
- Lead Source_Reference
- Last Activity_Had a Phone Conversation

Leads who enquired through reference & last has a phone conversation seems to be converted more.

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.

A: The interns should target on Leads from Sources such as Welingak website & Reference. Also, Leads who last has phone conversation & contacted through SMS are more probable to convert.

Also, focus of leads who spent more time on website.

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.

A: During such times, the company must try to advertise more in the sources like Welingak website & focus more on Reference offers to create a new set of leads who are more probable to convert later.

Rely on digital channels: Utilize non-intrusive methods such as SMS and email follow-ups, especially for leads associated with activities like Last Activity_SMS Sent or Last Activity_Email Opened, which have higher conversion probabilities.