

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

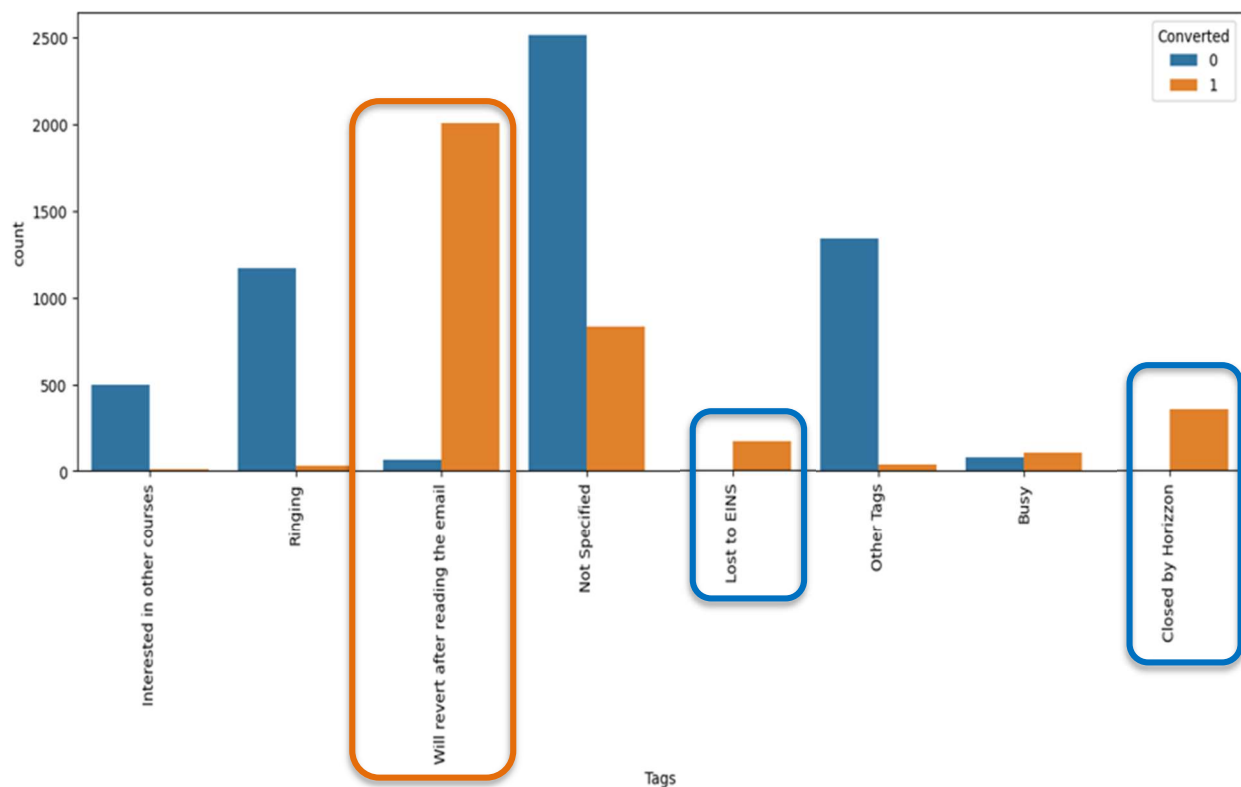
Ans: Below are the 3 variables that significantly contributed towards the probability of a lead getting converted because these had a conversion rate of almost 100% (Marked in blue)

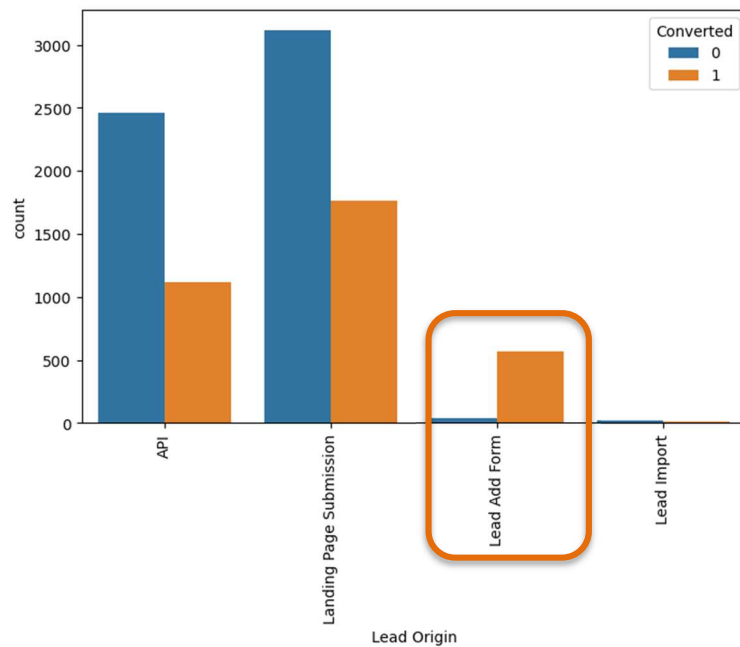
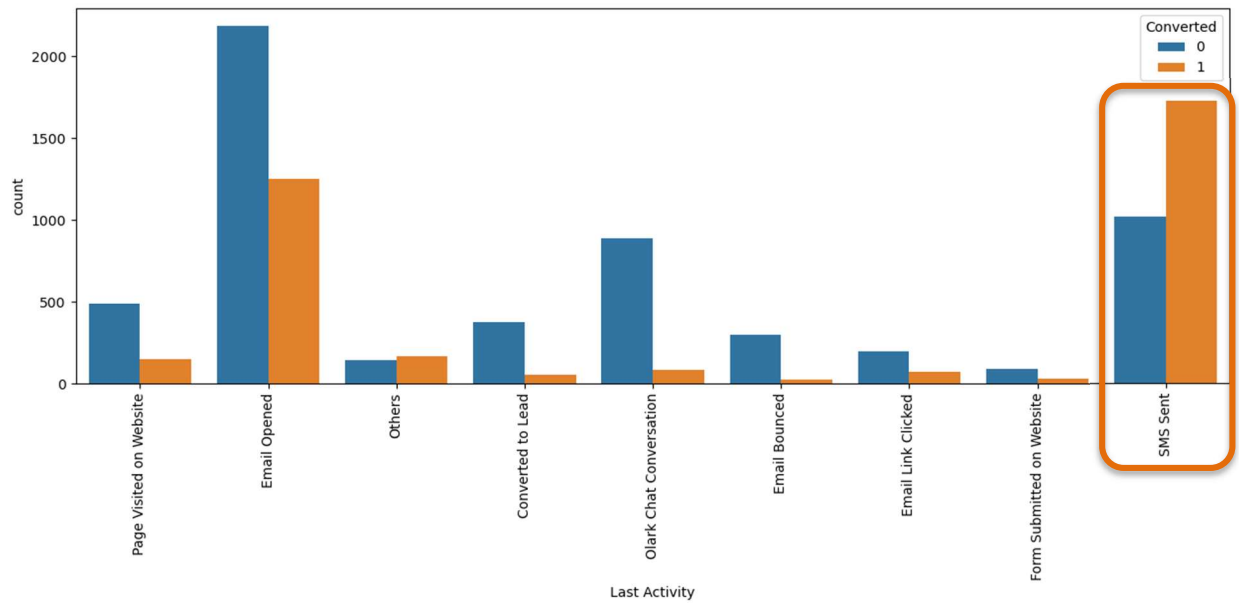
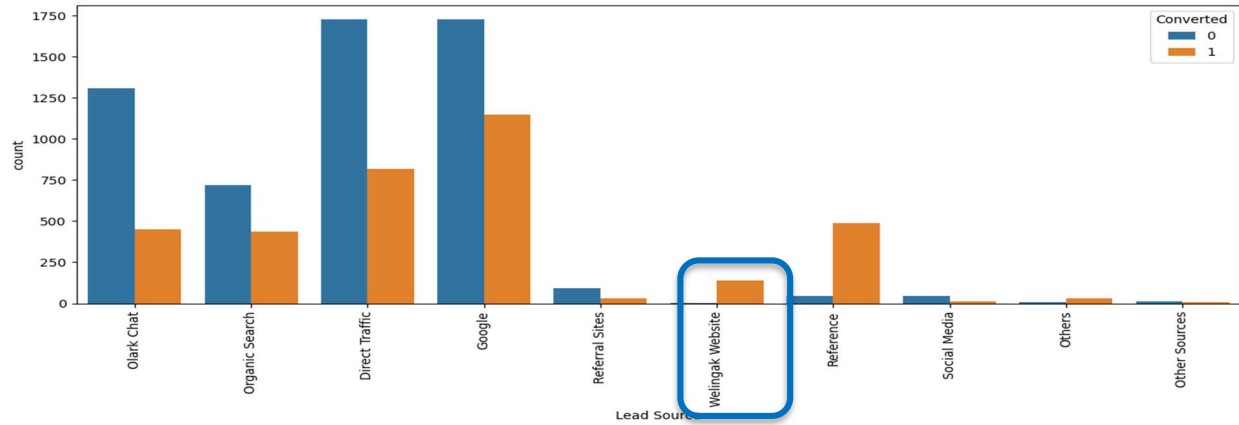
- Tags_Lost to EINS
- Tags_Closed by Horizon
- Lead_Source_Welingak Website

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: Following variables should be focused the most to increase the probability of lead conversion as while most of the leads in this feature are converted, with little extra effort, team can capitalize on the remaining leads as well (Marked in orange):

- Tags_Will revert after reading the email
- Last_Activity_SMS Sent
- Lead Origin_Lead Add Form





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In [159]: 1 res.params.sort_values(ascending=False)
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Out[159]: Tags_Lost to EINS 5.998683
Tags_Closed by Horizzon 5.778726
Lead_Source_Welingak Website 2.907543
Tags_Will revert after reading the email 2.764181
Last_Activity_SMS Sent 2.079268
const 0.579417
Tags_Busy -1.201588
Last_Notable_Activity_Olark Chat Conversation -1.385236
Last_Notable_Activity_Modified -1.595284
Choosing_Course_Not Specified -2.590123
Tags_Interested in other courses -3.336039
Tags_Other Tags -4.488011
Tags_Ringing -5.147460
dtype: float64
```

	coef	std err	z	P> z	[0.025	0.975]
const	0.5794	0.126	4.584	0.000	0.332	0.827
Lead_Source_Welingak Website	2.9075	1.033	2.814	0.005	0.882	4.933
Last_Activity_SMS Sent	2.0793	0.120	17.391	0.000	1.845	2.314
Choosing_Course_Not Specified	-2.5901	0.147	-17.673	0.000	-2.877	-2.303
Tags_Busy	-1.2016	0.237	-5.075	0.000	-1.666	-0.738
Tags_Closed by Horizzon	5.7787	1.013	5.702	0.000	3.792	7.765
Tags_Interested in other courses	-3.3360	0.343	-9.717	0.000	-4.009	-2.663
Tags_Lost to EINS	5.9987	0.738	8.126	0.000	4.552	7.445
Tags_Other Tags	-4.4880	0.242	-18.546	0.000	-4.962	-4.014
Tags_Ringing	-5.1475	0.257	-20.066	0.000	-5.650	-4.645
Tags_Will revert after reading the email	2.7642	0.201	13.732	0.000	2.370	3.159
Last_Notable_Activity_Modified	-1.5953	0.126	-12.688	0.000	-1.842	-1.349
Last_Notable_Activity_Olark Chat Conversation	-1.3852	0.397	-3.492	0.000	-2.163	-0.608

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: Interns should make calls to prospects with high number of leads and the conversion rate so far also has been good. The below variables fulfil both these conditions:

- Leads who have opted for Management specialization
- Leads who selected "Better career prospect" as purpose of choosing the course
- Leads who are unemployed
- Leads who have opened the email
- Leads who have Not opted for Do not email

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: Below are few approaches team to take for lead conversion improvement:

- The team can capitalize on non-verbal channels like emails, SMS, and online chat platforms to improve customer reach and convert prospective customers.
- While the lead count on cities other than Mumbai is low, the conversion rate is quite good. The team should focus on new avenues on how the lead count can be increased in these cities.
- Considering the fact that leads on courses other than Management are very less, the team should do some market research on how the popularity of other courses can be improved to better suit the needs of unemployed leads for better reach and improved conversion.
- The team should study the data of "Last notable activity" to see for leads under "Modified", that what changes are made to the applications. Are they changing their preference of course or changing their employment status, as these can be a key contributing factor in their decision for opting for the course.
- Team should further study the data coming from Lead Source-Google to see if adds are reaching non-relevant customers which is creating non-performing leads and what changes can be made to address this.

----- Thank you -----