

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

- Total Time spent on website – The more time the user spends on the website, the more likely he/she will convert
- What is your current occupation – A working professional is more likely to convert
- Total Visits – As the total visits increase, chances of conversion are higher

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?

- What is your current occupation Working Professional – A working professional is more likely to convert than the others
- Last Notable Activity Email Opened – Users whose Last notable activity is Email opened have higher conversion number compared to other dummy variables chosen by the model
- Last Activity Page Visited on Website - Users whose Last activity is Page visited on website have a higher conversion number compared to other dummy variables chosen by the model

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.

The interns should be presented with the findings of the model and ask them to focus on the customers whose probability of converting is high. Also, show them the specific features (which help in high conversion) which they should be looking for before making the call.

Here, for example a working professional is highly likely to get converted. People who visit the website often and spend more time on the website are more likely to get converted. These factors should be considered before making the calls.

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.

Analyzing from the model built, the sales team should look at the features for which conversion rate is very less. Call to those customers should be avoided. For example: a student or a housewife is not likely to get converted. A user who has unsubscribed, whose email has bounced or a user who has not mentioned the occupation should not be chosen while making the calls.