

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

Last Activity
Last Origin
Lead Source

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?

Last Activity_Email Opened
Lead Origin_Lead Add Form
Lead Source_Others

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 sales team should focus on the leads that have opened their email send by X Education as last activity and also the leads that have filled the Lead form. Moreover, team can also look for the leads coming from the below sources:

'Referral Sites','Welingak Website','Facebook','bing','Click2call','Press_Release','Live Chat','Social Media','welearnblog_Home','youtubechannel','WeLearn','Pay per Click Ads','NC_EDM','blog','testone'

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.

The team should focus on sending emails to the most of the prospects and work on more interactive lead forms and probably write some articles or advertisements on Facebook,bing,youtube channel,blogs to generate more leads in future.