

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

The top variables selected are based on the coefficient of the variable selected in the final model created. We've been asked for the variables that contribute most towards the probability of the lead getting converted, hence these would be variables that have the **highest positive coefficients** as these would be the ones that contribute most to the probability of a lead getting converted. The variables are:

- Total Time Spent on Website
- Total Visits
- Lead Source (Wellingak 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?

The top 3 categorical/dummy variables that the company should focus most on in order to increase the probability of lead conversion include:

- Lead Source – Wellingak Website
- Lead Source – Olark Chat
- Last Activity – Page Visited

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.

At this stage, the company is looking to identify the **Hot Leads** based on the output of our model. Since these are the leads that are the most likely to convert in terms of conversion probability, it is important that the sales team aggressively targets this set of users. They can use the following techniques to do that:

- Repetitively call the leads identified as Hot Leads to convince them to enroll for the course
- Incentives on reaching different stages of the enrollment process – for example, they could initiate 100% refund for the first 7 days of the course to the user post enrollment in case they don't like the course
- Scholarship tests to get the students interested in applying for the course based on the scholarship amount
- Better marketing of the opportunities that await the consumers if they end up enrolling for the course

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.**

Considering the company has already met their targets for the quarter, they would ideally want to minimize the calls that they make to users that are not so likely to convert. What they can do is to use our model to identify about 5-10% of users that are most likely to convert based on our lead conversion probability, but haven't converted yet, and give only these leads phone calls as they're highly likely to convert.

Along with this, the company can employ other marketing strategies within their website to help the organic users on the site to convert. For example, posting testimonials of students who have previously been part of the course.