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

Solution:

The top three variables in the model which contribute most towards the probability of a lead getting converted are:
   a. Lead Origin_Lead Add Form
   b. What is your current occupation_Student
   c. What is your current occupation_Working Professional

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?

Solution:

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 are:
   a. Country
   b. What matters most to you in choosing a course
   c. Specialization_Services Excellence

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.

Solution:

X Education should club the interns with experienced employees. Interns can call all the leads and should shortlist the once who are interested in the course. Then, the experienced employees can ask the leads to connect on video sessions to talk and explain everything. This would increase the chances of lead conversion as the focus will be on the ones who are genuinely interested.

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.

Solution:

At this stage, the employees can keep focusing on contacting the leads over emails and can contact the ones which dropped earlier. Sending WhatsApp messages and taking follow ups would help.