

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:**
  - Positive contribution
  - The likelihood of a lead becoming a customer increases as website time increases.
  - The sales staff should prioritize these leads.
- **Lead Source\_Reference:**
  - Positive contribution
  - There is a greater chance that a lead will convert if it comes through a referral because they not only offer cashbacks but also assurances from friends and previous customers who are generally trustworthy. The sales staff should prioritize these leads.
- **What is your current occupation\_Student:**
  - negative involvement
  - If the lead is already enrolled, it is likely that they won't join up for another course meant for working professionals.
  - The sales team shouldn't concentrate on these leads

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?

- Lead Source\_Reference
- Lead Source\_Social Media
- Lead Source\_Olark Chat
- It would seem that the Lead Source plays an important role in scouting for leads that have a higher chance of converting

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.

- Target potential customers that are active on the X-Education website (Total Time Spent on Website)
- Identify leads who frequent the site frequently (Page Views Per Visit). Yet, given the frequency of visits, it's possible that they're doing so to compare courses from other websites. So, the interns need to be a little more assertive and make sure that competitive areas where X-Education is superior are clearly highlighted.
- Focus on generating leads from references as they are more likely to convert.

- Students can be addressed, but because the course is industry-based, their likelihood of converting will be reduced. The motivation to ensure industrial preparedness by the time they finish their school, though, can come from this.

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.

- Concentrate on current clients: Rather than calling cold leads, the sales team can concentrate on upselling or cross-selling to current clients who have previously expressed interest in the company's goods or services. Instead of attempting to convert fresh prospects, this is frequently more successful and can strengthen client ties.
- Data analytics can be used by the business to pinpoint potential clients who are most likely to be interested in its goods or services. This may include elements like the sector, the position held, the area, and other demographic information. The sales team can make the most of their time and resources by concentrating on these high-value prospects.
- Leverage referrals: The sales team may also use recommendations from current clients or business associates. Due to the confidence and credibility that referrals carry, they are frequently more successful than cold calls.
- The sales staff can reduce the number of pointless phone calls by using these tactics and concentrate on high-value prospects who are most likely to be interested in the company's goods or services. This can raise the team's effectiveness and productivity, which will ultimately boost sales and revenue for the business.