

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

Ans. a) Lead Origin
b) TotalTimeSpentonWebsite
c) 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?

Ans. a) Lead Origin_Lead Add Form
b) TotalTimeSpentonWebsite_bins_minute
c) Lead Source_Olark Chat

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.

Ans. Some strategies that could be employed at this stage:

- Automated Calling Systems
- Increase Personalized Outreach
- Utilize Multiple Communication Channels
- Follow Up with Potential Clients Persistently
- Track and Analyze Interns' Performance
- Provide Incentives for Conversion
- Collab with Marketing Team
- Continuous Training and Feedback

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.

Ans. Some strategies that could be employed at this stage:

- Optimize Lead Nurturing Campaigns
- Invest in Marketing Automation
- Offer Self-Service Options
- Encourage Referrals and Networking
- Maintain Communication Channels