

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

Ans: Based on the regression results, here are the top three variables that most contribute to the probability of a lead converting:

1. **Total Time Spent on Website:** The longer a lead spends on the website, the higher their likelihood of conversion. This suggests that engaged leads who explore content thoroughly are more likely to convert. It's a crucial variable that shows the importance of keeping users engaged with high-quality content.
2. **Total Visits :** Leads with a higher number of visits are more likely to convert, likely indicating sustained interest. Each visit represents a touchpoint and increased familiarity with the brand, making conversion more probable.
3. **Lead Source (Olark Chat) :** Leads originating from Olark Chat show a higher likelihood of conversion, suggesting that real-time chat engagement helps foster trust and facilitates the decision-making process. This indicates that the Olark Chat feature captures high-quality 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?

Ans: The top three categorical variables to focus on for increasing lead conversion are:

1. **Lead Origin: Lead Add Form** – High conversion likelihood for leads from this form.
2. **Lead Source: Olark Chat** – Real-time chat engagement boosts conversions.
3. **Last Activity: SMS Sent** – SMS follow-ups are effective in driving conversions.

Focusing on these areas can significantly enhance lead conversion rates.

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: X Education should segment leads by engagement level and prioritize the most engaged ones for intern outreach. Interns should focus on high-impact touchpoints, offer time-limited incentives, and use personalized follow-ups to create urgency. This strategy

will drive conversions by addressing lead-specific needs and reinforcing the value of the courses.

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: To minimize unnecessary phone calls, X Education should:

1. **Focus on high-potential leads** based on model predictions (e.g., high engagement).
2. **Automate initial contact** with emails/SMS to gauge interest.
3. **Only make phone calls** when leads respond positively or request more info.
4. **Use the extra time** for other initiatives like improving lead nurturing or content.

This ensures efficient use of sales team resources while maintaining engagement with valuable leads.