

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

Ans: The top 3 variables contributing to lead conversion are

- What is your current occupation_Working Professional
- Lead Origin_Lead Add Form
- Lead Source_Welingak 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?

Ans: Top 3 categorical/dummy variables to focus are

- What is your current occupation_Working Professional
- Lead Origin_Lead Add Form
- Lead Source_Welingak Website

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: To make lead conversion more during intern-hiring period:

- Focus more on high potential leads like those who are working professionals, where lead origin is through Lead_add form and lead source is through welingak website
- Focus on people who spent more time on website. They are potential leads as more time spent on website tends to convert more
- Follow up with leads who interacted with X Education through other channels like Google, Olark chat etc
- Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education

- 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: Sales Team can employ following strategies:

- Concentrate on developing relationships with potential clients through other avenues of communication like Social media ,chat bot etc
- Focus on sending automated SMS and Emails to customers about new ventures and courses and its benefits
- Make a plan of discounts and incentives that could be given to potential customers that will in turn enhance conversion
- Obtain client feedback to learn about their opinions and suggestions to enhance productivity