

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

Sol: 'Specialization', 'Lead Source', 'Lead Origin'.

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?

Sol: 'Lead Origin\_Landing Page Submission', 'Lead Origin\_API', 'Lead Source\_Google'.

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.

Sol: To improve overall lead conversion rate, focus should be on improving lead conversion of olark chat, organic search, direct traffic, Google leads and generate more leads from reference and welingak website.

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.

Sol: Inference

- Leads spending more time on the website are more likely to be converted.
- Website should be made more engaging to make leads spend more time. So Sales team should work with design team and define a strategy that should be included into the landing page to attract more getting converted.
- In order to improve overall lead conversion rate, we have to improve lead conversion of API and Landing Page Submission origin and generate more leads from Lead Add Form.