

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

Ans: Following are the top 3 variables contributing most towards probability of leads getting converted

- a. Total Visits
- b. Total Time Spent on Website
- c. Lead Origin_Lead Add Form

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: Following are the top 3 categorical/dummy variables in the model most contributing towards lead conversion

- a. Lead Origin_Lead Add Form
- b. What is your current occupation_Working Professional
- c. Last Notable Activity_Had a Phone Conversation

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: Following strategy may be employed for better lead conversion

- a. Based on the below 3 variables, approach over phone for converting leads: -
TotalVisits
Total Time Spent on Website
Page Views Per Visit
- b. Leads may be informed about new courses, services, job offers and future higher studies
- c. Monitor each lead carefully so that tailored information can be shared with them
- d. Job offerings, information on courses that suits best according to the interest of the leads may be shared
- e. A proper plan to chart the needs of each lead will go a long way to capture the leads as prospects
- f. Focusing on converted leads by way of holding question-answer sessions with leads to extract the right information that made them opting for course
- g. Leads need to be made engage more with website and interesting articles may be published
- h. Making further inquiries and appointments with the leads to determine their intention and mentality to join online 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: Company may have to adopt few of the following recommendations

- a. Adopt new technologies and introduce new features like Auto response emails so that people can get immediate response
- b. Enable chatbot on website which is user friendly and gives immediate response to their queries
- c. Course recommendation engines based on their profiles

Such technology adoptions would reduce requirement of calling and can engage customers and may lead to conversions