

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

Solution: Top 3 variables in the model contributing towards probability of getting converted are:

- I. Lead source attribute with category 'Google'
- II. Numerical attribute: 'Total Time Spent on Website' (highest correlation among all numerical attributes)
- III. Tags: 'Will revert after reading the email'

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?

Solution:

- I. Lead source attribute with category 'Google'
- II. Tags: 'Will revert after reading the email'
- III. Lead source with category Direct Traffic

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.

Solution:

- I. Repeated visits by leads should be called.
- II. Leads actively engaging themselves during calls.
- III. Leads who are unemployed or working professional looking for career change.

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.

Solution:

This time can be utilized to obtain information from sales team as to why certain leads backed out and/or customers who are unwilling to participate even though they were interested. Product development team can collate the data and focus on these challenges which could be anything like finance issue faced or time/schedule management issue or courses lacking certain expectation etc. Based on this company can work on to develop a road/innovate as per customer needs.