

1) Top 3 features that contributing positively to predicting hot leads in the model are:

- 1) TotalVisits : 8.63
- 2) Total Time Spent on Website:4.5145
- 3) Lead Origin_Lead Add Form:3.87

2)The company should make calls to the leads coming from the lead sources "Welingak Websites", "What is your current occupation_Working Professional" and "Last Activity_Had a Phone Conversation" as these are more likely to get converted.

a) Lead Source_Welingak Website: We should focus on more budget/spend on welingak Website in terms of advertising

b) What is your current occupation_Working Professional : We should engage working professionals through communication channels

3) a) Focus on leads with high potential : Based on our analysis coefficient factor was high for following :

- 1) TotalVisits : 8.63
- 2) Total Time Spent on Website:4.5145
- 3) Lead Origin_Lead Add Form:3.87
- 4)What is your current occupation_Working Professional:2.46
- 5)Lead Origin_Lead Add Form :3.8735
- 6)Lead Source_Welingak Website:1.6791
- 7)Last Activity_Had a Phone Conversation: 2.1141

b) Thus the sales team should focus on the above mentioned areas during the intern-hiring period

c) Effective Communication Channels: Leads who have spent time on sending messages and opening the emails are also potential hot leads.

d) Website Engagement : Total time spent on the website is also a good indicator to increase the lead count by engaging the leads as much as possible on website

If the company utilizes the above mentioned approaches it can make lead conversion more effective during the intern-hiring period for X education company

4) To minimize the rate of useless phones when the company reaches its sales target for a quarter before the deadline.

- a) Sales team should be guided to focus on sending messages, emails
- b) Discount can be one way of the important measure to motivate them
- c) Social Media can be used as a potential source for understanding and interacting. It can be effectively used for marketing purposes as well by encouraging people to take action.
- d) Retention rate of existing leads needs to be identified from the time of enrolment.
- e)Existing customers should be taken in order to improve the conversion rate.