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

a. Total Visits: The number of total visits a lead makes to the platform plays a significant role in conversion. There's a positive correlation observed; as the number of visits increases, so does the probability of the lead converting into a paying customer. This indicates that leads who frequently visit the platform are more engaged and interested, thus more likely to convert.

b. Total Time Spent on Website: Similar to total visits, the amount of time a lead spends on the website also has a positive impact on conversion rates. Leads who spend more time are more likely to convert into customers. This insight is particularly valuable for the sales team, as it suggests that focusing on leads who show higher engagement levels through extended website visits could be a more effective strategy in boosting conversions.

b. Lead Source:The source of the lead is identified as a crucial factor in the conversion process. Understanding and analyzing where leads are coming from can provide insights into which channels are most effective and which ones need more focus. By prioritizing leads from sources with higher conversion rates, efforts can be more efficiently allocated to maximize the potential of converting leads into customers.

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?

a. Lead Origin - Lead Add Form:The origin of leads marked as 'Lead Add Form' plays a significant role in understanding lead behavior and conversion potential. This categorization typically implies that these leads have actively shown interest by filling out a form to provide their details. Such leads usually exhibit higher engagement and intent, making them more likely to convert compared to leads acquired through passive means.

b. Lead Source - Olark Chat: Leads originating from 'Olark Chat' represent a unique segment. Olark Chat is likely a platform or tool used for live chatting with potential customers. These leads are valuable as they indicate direct interaction and interest in real-time. The active engagement in chat conversations suggests a higher possibility of these leads moving further down the conversion funnel, underlining the importance of effectively managing and nurturing these interactions.

c. Last Activity - Had a Phone Conversation: A lead whose last recorded activity is having a phone conversation indicates a high level of engagement. Phone conversations are more personal and direct compared to other forms of communication like emails or texts. This direct interaction can significantly increase the chances of converting a lead into a customer. Such

leads, having shown willingness to engage in a conversation, should be prioritized as they are closer to making a decision.

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.**

The development of the model takes into account various critical factors such as the time spent on the site, total number of visits, lead references, and more. These elements are essential in creating a predictive model that accurately assesses the likelihood of a lead converting into a customer. By analyzing these factors, the model can provide valuable insights into which leads are most likely to convert and why.

Interns are provided with a pre-built model, which serves as a practical tool for understanding and applying data science concepts in a real-world scenario. This ready model not only helps interns in learning the application of theoretical knowledge but also ensures they can immediately start working on actual data without the initial hurdle of model development.

A proactive approach is recommended, involving sending SMS messages and making regular phone calls to leads. This strategy aims to build familiarity and trust with potential customers by understanding their problems, backgrounds, and financial conditions. Regular interaction helps in identifying their needs and preferences, paving the way for a more personalized approach in converting leads.

An essential part of the conversion process is to convincingly demonstrate to leads how the platform or course can aid in their career development. By clearly articulating the benefits and aligning them with the leads' career aspirations and goals, the chances of converting them into customers are significantly enhanced. This approach requires a deep understanding of the course offerings and the ability to relate these to the specific needs and aspirations of each lead.

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.**

It is advised not to concentrate efforts on unemployed leads, primarily due to budget constraints they may be facing. Unemployed individuals might not have the financial resources to invest in

the course. This understanding necessitates a strategic shift in targeting potential customers, focusing instead on those who are more likely to have the means and willingness to enroll and pay for the course. Similarly, students should not be the primary focus of marketing efforts. As they are already engaged in academic studies, it is less likely that they will be interested in enrolling in a course tailored for working professionals. This demographic may not yet see the immediate relevance or benefit of such a course in their current educational phase. Therefore, redirecting attention to individuals who are already in the workforce and seeking professional development opportunities could be more fruitful.