

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

Ans: The top 3 variable contributing for lead conversion are

Different Lead source -> Leads through references & through the link are remarkably high in conversion

Time invested in the website -> Conversion rates are directly proportional to time invested in the website

Total visits & Submission

(Interest of the candidate is determined basis the numbers of hours spent in the website)

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: Lead origin - API/Landing Page Submission

Lead Source - Direct Traffic search/Chat/Reference

Last notable activity - Phone conversation/Slack chat

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: We have observed from the model that the leads who are engaging in website have exhibited higher conversion. Hence creating website engaging activities to promote for immediate conversion is necessary

Benefits of the courses

Talking more about management specialization benefits in order to secure better jobs/future

Reference sources are the strong threads which must be prioritized for immediate conversion

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: Choosing not to waste time on weak lead

Profile selection choice has to be done during this stage. For example the students who are already pursuing courses as they don't find courses designed for working professional looks interesting

The unemployed leads who cannot afford to enroll for the course