

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

The top 3 variables are:

- a) Total Visits
- b) Total Time spent on Website
- c) Lead Source (through Reference)

- 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?**

The top 3 categorical/dummy variables which should be focused the most are:

- a) Lead Source (Reference)
- b) Last activity (SMS sent)
- c) Current Occupation (Working Professional)

- 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 strategy adopted to convert lead into customers involve following steps:

- 1) Adopt modern statistical learning techniques to generate a lead score in order to identify potential leads.
- 2) Create special Masterclass session and invite them to see the expected impact the course can have on their career.
- 3) Allocate dedicated point of contact for the leads to ensure doubt clarifications and resolving issues regarding
- 4) Invite them to experience 1 week free access to course programs so inform them about the course content.
- 5) Always have a policy of follow up. If the lead has not shared the exact time and date for follow up reach out through e-mails.
- 6) Set Deadlines for uninterested leads

- 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.**

When the sales team has fulfilled its targets, instead of making unnecessary phone calls they can utilise the time to explore some other activities such as:

- a) The sales team can conduct feedback surveys of the onboarded customers about the process of engagement such and doubt clarifications, availability, satisfaction etc.
- b) They can analyse the data to further improve and enhance the lead generation mechanism and strategy.
- c) The team can work on developing frameworks for sales for new targets.