

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

Answer: The top three variables which contribute most towards the probability of getting converted are

- Lead Source\_Welingak Website  
The company should focus more on Welingak website advertisement to get converting leads
- Lead Source\_Reference  
The company can provide discounts to referee if any reference lead get converted.
- What is your current occupation\_Working Professional  
The company should engage the working professionals through effective communication channels to get converted.

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?

Answer: 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 are

- Lead Source\_Welingak Website
- Lead Source\_Reference
- What is your 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.

Answer:

The X education can follow the below strategies during the intern hire periods.

Based on the model analysis, the company should contact leads who are spending more time on 'Welingak website'. Also, they can spend highly on advertising in 'Welingak Website'.

Next the company can contact the reference provided by the learners to increase the lead conversion rate. The company can provide discounts for learners who are providing reference that converts to lead.

Also, they can contact a greater number of working professionals to improve the lead number.

Another variable the X education can focus on is the leads whose last activity is SMS to X education. The team can make calls to this leads to be converted.

Another strategy they can follow is contact the leads who are spending maximum time on the website.

Based on the model analysis another strategy we can use is contacting the leads who used Olark chat. This way also we can increase the number of leads to be converted.

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.

Answer:

The suggestions are given below,

- During this time the company can focus contacting only on high-impact lead sources like 'Welingak Website' and Reference.
- They can tailor strategies for Working Professionals.
- Engage with SMS and other activities effectively.
- Optimize website experience for longer visits.
- Leverage Olark Chat for real-time interactions.
- Respect 'Do Not Email' preferences.
- Monitor and adjust strategies for Landing Page Submission and Specialization\_Others.