

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

**Ans.** These are the top 3 variables that contribute most towards the probability of a lead getting converted:

- Total time spent on the website
- If they are directed from Google
- If lead is a working professional

**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:** The top 3 dummy variables are:

- If the lead comes from direct search
- If the lead is a working professional
- If the lead is from organic search

**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:** The model has predicted that the leads that spend a considerable amount of time on the website have a high chance of converting. Hence, the team should focus on making their website more appealing to the audience so that they are interested in the program.

- If they are working professionals or are unemployed and are looking for an online course to boost their skills.
- Use a good SEO so that their website is displayed first on Google among all the websites when the lead searches for online courses.
- Focus more on Indian customers as they have a higher chance of converting.

**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:** During this phase, the team could focus more on other means of communicating like Emails, SMS, or automated calls. Moreover, the team could refrain themselves from

spamming the customer as that would lead to the customer withdrawing their decision and would not convert.