

- *Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?*
- Ans: - TotalVisits: Coeff- 11.14, +ve correlation, Higher the no. Of visits higher the chances of conversion; Total time spent on website: Coeff- 4.42, +ve correlation, The longer a lead spends on a website, the more likely it is to convert into a customer. Such leads should be prioritised by the sales team.; Lead Origin Lead Add form: Coeff- 4.2, +ve correlation.
- *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\_Lead Add form; Lead Source\_Olark Chat; Lead Source\_Welingak Website
- The Lead Source appears to have a crucial impact in identifying leads with a better possibility of converting.
- *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: -Prospects who spend a lot of time on the X-Education website should be targeted (Total Time Spent on Website);Prospects who return to the site on a regular basis should be targeted (Page Views Per Visit). They may, however, be returning frequently to compare courses from other sites, as evidenced by the high number of visits; As a result, the interns should be a little more aggressive, emphasizing competitive points where X-Education excels; Target leads who have come through referrals because they are more likely to convert; Students can be approached, but due to the course's industry focus, they have a decreased chance of converting. This, on the other hand, can serve as a motivator to guarantee that they are industry ready by the time they finish their education.
- *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: -Students should not be targeted because they are currently studying and would not be willing to enroll in a course intended specifically for working professionals so early in their stay.
- Do not concentrate on jobless leads. They could not have enough money to pay for the course.