LEAD SCORE Q&A :

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

   Total Time Spent on Website: This is positively correlated with lead conversion. The more time a lead spends on the website, the higher the likelihood of conversion. It indicates interest and engagement with the content or offerings.

   Lead Source_Reference: Leads generated through references have a higher probability of conversion. Referrals often come with trust and assurance from existing users or friends, which increases the likelihood of conversion.

   What is your current occupation_Student: Leads who are currently students may have a lower probability of conversion. This is because they may not be the target audience for courses designed for working professionals.

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?

   - **Lead Source_Reference**
   - **Lead Source_Social Media**
   - **Lead Source_Olark Chat**

     It would seem that the Lead Source plays an important role in scouting for leads that have a higher chance of converting

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.

Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)

•Target leads that repeatedly visit the site. They might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason.

•Target leads that have come through References as they have a higher probability of converting

•Students can be approached, but they will have a lower probability of converting due to the course being industry based.

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.

- Do not focus on unemployed leads. They might not have a budget to spend on the course
- Do not focus on students, since they are already studying and would not be willing to enrol into a course specially designed for working professionals, so early in the tenure.

*******************THANKYOU*****************