

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

Ans: The three variables which contribute most towards the probability of a lead conversion are:

- Total Visits
- Total Time Spent on Website
- Lead Source with elements Google

These features contribute positively towards the probability of a lead conversion and indicate that the company should focus more on the leads with these three features.

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: Upon reviewing the final model and as evident from EDA as well, followings are the top 3 categorical variables in the model which should be focused the most on in order to increase the probability of lead conversion:

- Lead Source with elements google
- Lead Source with elements organic search
- Lead Source with elements direct traffic

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: One of the good strategies especially for leads who have been identified as 1 by the model is to do follow ups, which means to get back in touch with the leads after their initial call. It can be achieved with phone calls or sending nurturing emails.

Phone calls must be done to people if they spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site or if they are seen coming back to the website repeatedly if they are working professionals

Also tracking previous conversations to know if the lead is actually interested in getting converted or not.

Also, lead nurturing which means sending various kinds of emails to keep the leads interested so as to choose the X Education instead of others. As for example, it can be emails of promos or other offers, such as rebate in interested courses if applied within a certain period which makes them more active and approachable which is a desirable trait for an education institution.

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: Since X Education has already reached its target for a quarter and doesn't want to make phone calls unless it is extremely necessary, i.e. they want to minimize the rate of useless phone calls, We can choose a higher threshold value for Conversion Probability. This will ensure the Specificity rating is very high, which in turn will make sure almost all leads who are on the brink of the probability of getting Converted or not are not selected. Also, leads who have opted for "Do Not Email" and also based on previous conversation marked as "Might be" or with no response to previous calls do not need to be attended again.

As a result, they won't have to make unnecessary phone calls and can focus on some new work and methods like automated emails and SMS. This way calling won't be required unless it is an emergency. In this way the efficiency of sales team would increase as the conversion rate would be high. The sales cycle will also be reduced.