

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

- These are the top variables that contribute towards the result

- Total Time Spent on Website
- Total Visits
- Lead Origin with Lead Add form.

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?

- These are the categorical/dummy variables in the model that should be focused most in order to increase the probability of lead conversion.

- Lead Origin with Lead Add form.
- Last Notable Activity had a Phone conversation
- Last Notable Activity Unreachable

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.

- Below mentioned category of People should be reached vigorously for Lead conversion priority in descending order

- People spending lots of time on the website. (Also to improve the metric website User interface and functionality can be made more user friendly and appealing.)
- People Visiting the site regularly. (This metric will improve automatically if the above metric is improved).
- People identified as Lead(Lead origin) from "Lead Add Form" source have more potential of conversion.
- People receiving a "Phone call" as "Last Notable Activity" are higher chance of conversion. So, reaching out people with above conditions are ideal.
- People whose occupation is "Working professional" have higher chance of conversion.
- People who performed "Last activity" as "SMS_Sent"
- People whose lead source is "Olark Chat"

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.

- During this phase, the focus should shift towards alternative methods such as

- Prioritize High-Value Leads: Focus on leads with the highest potential for conversion, with above features and only if all the conditions are met, they can be reached out (Phone call).
- Utilize automated emails, SMS, and other digital communication channels to nurture lower-priority leads and maintain engagement without immediate calls.
- Revisit existing customers to explore potential for upselling or cross-selling, especially for complementary products or services.
- Dedicate efforts to gather feedback from customers or strengthen existing relationships through thoughtful, non-sales-oriented interactions.