

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

**Ans:**

Lead Source\_Welingak Website  
Lead Source\_Reference  
Current\_occupation\_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:**

Lead Source\_Welingak Website  
Lead Source\_Reference  
Current\_occupation\_Working Professional

**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:**

- i) Focus on the leads in categories that showed higher chances of conversion:
  - a. Lead Source\_Welingak Website
  - b. Lead Source\_Reference
  - c. Current\_occupation\_Working Professional
- ii) Leads who have been sent SMS and have opened their emails should be targeted as these have a higher probability of getting converted (coefficients 1.806112 and 0.743787, respectively).
- iii) Prioritize calling leads who have spent a significant amount of time on the website (coefficient of 1.115237)

- iv) Reach out to leads who were not converted but had a higher likelihood of converting. There is a good chance they will convert this time.
- v) The sales teams can refer to the table below to determine which parameters to prioritize (positive ones) and identify the factors that hinder lead conversion (negative ones). This will help them find solutions for improving conversion rates.

Lead Source_Welingak Website	5.438487
Lead Source_Reference	3.010145
Current_occupation_Working Professional	2.360103
Last Activity_SMS Sent	1.806112
Lead Source_Olark Chat	1.235184
Last Activity_Others	1.116473
Total Time Spent on Website	1.115237
Last Activity_Email Opened	0.743787
const	-0.745245
Last Activity_Olark Chat Conversation	-0.752193
Specialization_Others	-0.972266
Lead Origin_Landing Page Submission	-1.067337
Current_occupation_Other	-1.199444
Last Activity_Email Bounced	-1.517722

- 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:**

1. Prioritize targeting the high-quality leads based on the percentage you have chosen to consider.
2. Create well-designed emails and SMS messages to facilitate better interaction with the leads
3. Enhance the interactivity of the website to make it more engaging.
4. Focus on optimizing the remaining parameters that exhibit a strong correlation.
5. Offer targeted discounts to specific leads.
6. Gather feedback from existing customers to improve the quality of the leads generated and optimize the conversion rate