

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

Ans: Lead Activity SMS sent, Total Time Spent on Website, Last Activity_Had a Phone Conversation

- 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: Working professionals, Total Time Spent on Website, Welingak website

- 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) Working professional have high conversion rate, so target them.

ii) Focus should be more on specialization with good conversion rate.

iii) Email opened are common in most of the converted leads.

iv) Conversion rate with last activity as SMS sent is very high.

v) Target leads who are spending more time on the website.

- 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: They try to analyze and find out what are their converted leads, so that they can target them.

They can do market research and competitor analysis. They can do content creation for lead nurturing as well as they can gather do training and skill development of their employee.