

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

Answer: The top three variables in our model which are contributing most towards the probability of lead getting converted are

- I. TotalVisits
 - II. Total Time Spent on Website
 - III. Lead Origin_Lead Add Form
- These are selected basis their coefficient's value in our Logistic Regression model, which are 9.12, 4.51 and 3.66 respectively.
 - If we make the website of X Education with better user experience (UX) and attract the prospective leads with contents like Learning sessions, Quiz, Industry updates, offers and Industry led webinars etc. We can drive more traffic to their website and also increase the time spent by the lead on the website. Thus, driving the lead to a conversion.
 - We have seen the most of the leads are not filling the lead Add form, if we make the form user friendly and add some marketing offers scholarships etc. to it. that may lead them to provide their details

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?

Answer: The top 3 categorical/dummy variables in the model which should be focused the most in order to increase the probability of lead conversion are

- I. Lead Origin_Lead Add Form
 - II. What is your current occupation_Working Professional
 - III. Lead Source_Welingak Website
- These are selected basis their coefficient's value in our Logistic Regression model, which are 3.66, 2.52 and 1.84 respectively.
 - As shared above, we have seen the most of the leads are not filling the lead Add form, if we make the form user friendly and add some marketing offers scholarships etc. to it. that may lead them to provide their details
 - We have also seen the potential leads are someone who are not working and have not enrolled for any school. Hence if we nurture these leads well and engage them well. They can easily be converted
 - Similarly, if we make Welingak website with better UX, then the lead generation will be higher. We have also seen that the lead conversion from leads coming out of this source is far better. Thus, driving better conversion

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.**

Answer:

- They should call the potential leads who are visiting the website more than 2 times in a short span of time (say in a gap of 2-4 days)
- They can call the potential leads who are spending more than average time on their website or say a threshold of 30 mins or more.
- If they are visiting the enquiry page of one or other course and are spending more than a threshold time on that page
- They can call the folks who are not enrolled for any school and are unemployed
- They can also call working professionals who are looking for a career change or upskilling themselves
- They can reach out to existing students who can provide their referrals. From the data we know that referrals have better conversion rate

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.**

Answer:

- Lead Add Form should be made more user friendly so that maximum number of leads can fill it and generate more leads into the sale funnel for further conversion
- One/two interns can work with the Marketing team to make the lead Add form user friendly, they can also brainstorm with the team, to see, how and when to position the lead add form for a prospect
- They can work with Marketing team to make the website of X Education with better user experience (UX) and attract the prospective leads with contents like Learning sessions, Quiz, Industry updates, offers and Industry led webinars etc. We can drive more traffic to their website and also increase the time spent by the lead on the website. Thus, driving the lead to a conversion.
- They can host sessions like Ex-student webinars who have made it big in the industry and guide the potential leads