

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

The top three variables in your model which contribute most towards the probability of a lead getting converted:

- a. Total Time Spent on Website
- b. TotalVisits
- c. Lead Origin\_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?

Top 3 Categorical variables contributing the most are:

- a. Lead Origin\_lead add form
- b. What is your current occupation\_working professional
- c. Lead Source\_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.

From the model we have built it is prominent that right factors should be targeted in order to increase the conversion rate.

- a. The people who are working professionals and looking for upskilling or job changes looks for courses and should be targeted as the chances of conversion is more.
- b. People who spend more time on website and have frequent visits to the website have more chances of conversion to customers. It will be good if the company works on website and make it more attractive and convincing to potential customers.
- c. There is high chances for lead conversion if the person himself has filled the lead form as he/ she might be very much interested in knowing the opportunities this particular course has for them. These customers should be focused on.
- d. The conversion rate is high when Last Notable Activity is through email opened, page visited on website, Olark conversation and sms sent.

These factors should be considered by the X Education company in order to increase there 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.

In such a case the company should try to make calls only to those who are much interested in taking the course:

- a. The company should try to target only for working professionals who have approached X Education from various channels like sms, chats, emails etc.
- b. The Company should focus only on customers who have filled lead form as there are much chances of conversion.
- c. The company should try to target for customers who are spending a large amount of time on there website and at the same time visiting there websites again and again on regular basis.
- d. The company should not make calls to the leads who chose the option of 'Do Not Email' or 'Do not Call' as Yes as they are not likely to get converted.
- e. Avoid Calling customers who say no to 'Receive More Updates About Our Courses' as they might not be interested to join.
- f. Conduct a thorough review of the customer segmentation strategy to identify high-value segments.
- g. Refine the segmentation criteria based on recent successes and market trends