

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

**1. Total Visits**

- Positive Impact: More visits to the platform increase the likelihood of a lead converting into a customer.

**2. Total Time Spent on Website**

- Positive Impact: The more time a lead spends on the website, the higher the chance of conversion. The sales team should prioritize these leads.

**3. Lead Source**

- Significance: This is a crucial feature and should be given focused attention.

**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?**

a. Lead Origin\_Lead Add Form

b. Lead Source\_Olark Chat

c. Last Activity\_Had a Phone Conversation

**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.**

a. Develop a Model: Incorporate key factors like time spent on site, total visits, and lead references.

b. Deliver a Ready Model: Provide interns with a complete, ready-to-use model.

c. Engage Leads: Send SMS and make calls to understand their background and financial situation.

d. Demonstrate Value: \*Show how the platform can advance their careers and convert them into customers.

**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.**

a. Do not focus on unemployed leads. They might not have a budget to spend on the course

b. Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure