

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

Ans.

- a. Lead Source\_Welingak Website
- b. Lead Source\_Reference
- c. What is your 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.

- a) Lead Source\_Reference
- b) Lead Source\_Social Media
- c) Lead Source\_Olark Chat

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.

Target potential customers that are active on the X-Education website (Total Time Spent on Website).

Identify leads who frequent to the site frequently (Page Views Per Visit). However, given the frequency of visits, it's possible that they're doing so to compare courses from other websites. Therefore, the interns need to be a little more assertive and make sure that competitive areas where X-Education is superior are clearly highlighted.

Focus on generating leads from references as they are more likely to convert.

Students can be addressed, but because the course is industry-based, their likelihood of converting will be reduced. The motivation to ensure industrial preparedness by the time they finish their school, though, can come from this.

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.

Avoid focusing on leads who are unemployed. They might not have any money set up to pay for the course.

Don't concentrate on students because they are already in school and wouldn't want to sign up for a course that was specifically created for working professionals so early in the term.