

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

Ans:

The top three variables which contribute most towards the probability of a lead getting converted are as follows:

- Total Time Spent on Website
- Lead Origin_Lead Add Form
- 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:

The top 3 categorical/dummy variables in the model that should be focused on to increase the probability of lead conversion are as follows:

- Welingak Website From LeadSource (98% conversion rate)
- Lead Add Form from Lead Origin (93% conversion rate)
- Reference From Lead Source (92% conversion rate)

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:

- To make phone calls to as many of the potential leads, they should employ a good strategy like:
- If the website is more interactive and easier to understand then people spend more time on the website.
- Average number of pages on the website must be less and content on the page should be relevant.
- Calls should be done to those people who are visiting the website repeatedly also who spend lot of time on the website.
- Customers who are working professional are the hot leads for enrolling the course.
- Also, to make the sales aggressive the company may contact all the leads which have optimal cutoff 0.34, gives a good result for accuracy, sensitivity and specificity.

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:

- In this case, Company needs to focus more on the other methods like automated emails and SMS.
- Also, we can focus on 'Welingak Website From Lead Source' as it has 98% conversion success.
- Also, 'Reference From Lead Source' will work wonders with its 92% conversion success.
- This way calls won't be required unless it is an emergency.
- The above strategy can be used but with the customers that have a very high chance of buying the course.