

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

- TotalVisits
- Total Time Spent on Website
- What is your current occupation\_Working Professional

Insights:

- ❖ More the leads visit & spend time on websites, higher are the chances of conversion.
- ❖ Employed leads are most interested in buying a course for their career growth.

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?

- What is your current occupation\_Working Professional
- Last Notable Activity\_Had a Phone Conversation
- Lead Source\_Welingak Website

Insights:

- ❖ Working professional have highest chances to buy a course to grow in their career.
- ❖ Leads contacted via phone have high potential than those contacted via email/SMS.
- ❖ Leads acquired on Welingak website have highest conversion than other platforms.

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.

- Allocate most time and efforts to High priority leads, whose scores lie beyond 80.
- Assign high priority leads evenly among interns to ensure prompt communication.
- Prefer phone call mode upon email/SMS, to increase conversion likelihood.
- Roll out some discounts and offers in courses for high potential leads.
- Review conversion metrics weekly to identify trends and improve chances.

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.

- Narrow down to highest priority leads with score greater than 90.
- Keep communicating over email and SMS modes for rest of the less potential leads.
- Strategize for the communication modes which are giving lower lead conversions.
- Optimize and develop content focusing on lead origins and sources with low scores.
- Encourage referrals among existing customers (converted leads) through incentives.