

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 that contribute most towards the probability of lead getting converted are:-

1. Total Time Spent on Website
2. Lead Origin_Lead Add Form
3. 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?

The top three categorical/dummy variables in the model which should be focused the most in order to increase the probability of lead conversion are:-

1. Lead Origin_Lead Add Form
2. What is your current occupation_Working Professional
3. 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.

The following steps can be kept in mind while reaching out to the leads.

- The sales team needs to focus more on the leads that have a high lead score. Interns can be provided the work of contacting the leads that have relatively less lead scores (with some potential areas as highlighted below).
- The team should focus more on the leads that have been generated through the Lead Add Form and Landing Page Submission. They have a higher tendency to get converted.
- The sales team needs to focus on working professionals as they don't have any financial restrictions and also they tend to convert more by enrolling in the courses. Interns can focus on this even if the lead score is less as they have the chance of getting converted.
- Customers who have chosen the option of "Better Career Prospects" for the career outcome tend to convert more. So this can also be the focus area.
- People working in Finance, HR, Marketing, Operations, and Banking sector have a higher rate of conversion. So, the team should stick to these industries primarily.
- Higher conversion rate was seen for the leads that came through Google, Organic Search, and Direct Traffic under organic segment and also from SMS and Email marketing leads under paid marketing segment. This category of leads

has shown a track record of better conversion.

- 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.**

At this stage they can perform the following tasks:-

- Focus on reducing the bounce rate of the website as the customer engagement time increases, the chances of him/her getting converted will also be high. Add some high-converting landing pages with Images and videos that provide the useful information for the users that triggers them to show interest in the product.
- Planning on implementation of Lead Add Form on other social sites and blogs in order to increase the lead counts and also the conversion rate at the same time.
- The count of leads with fewer lead scores can be decreased by carrying out the marketing strategy in the above-mentioned areas. This will also increase the overall conversion rate of the leads generated.