

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

- Tags\_Closed by Horizon (6.3157)
- Tags\_Lost to EINS ( 5.7472)
- Tags\_Will revert after reading the email (4.5019)

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** :- should focus on mainly students and employed who are seeking higher education for career growth
- **Through Recommendations** :- people who are recommended by other existing customers should be prioritized
- **Get updates on DM Content** :- customers who wants a direct update shows hes interested in product.

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 sales team must make sure to contact leads that have interacted with X Education via various platforms. For instance, leads who have utilized the website's Olark Chat function might not have spent as much time there, but they might still be interested in X Education's services. The sales team should therefore be sure to follow up with leads who have interacted with X Education through a variety of channels.
- ◆ A solid indication of a lead's interest in X Education's services is the lead's total time spent on the website. The sales team should therefore give leads that have spent a lot of time on the website priority when phoning them.

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.

- ◆ Put your attention on establishing connections with prospective clients through alternative communication channels like email, social media, or chat bots.
- ◆ Automated SMS messaging to clients with a high possibility of conversion
- ◆ Work together to refine the model and get feedback on what worked and what didn't with the management, sales, and data scientists teams.
- ◆ Develop a plan for offering potential clients incentives or discounts to entice them to act.