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

Ans:

1. Lead Source:
➢ This is a crucial element that should be given significant attention.

2. Total Visits
➢ A positive impact
➢ The greater the number of visits to the platform, the higher the likelihood of the lead converting into a customer.

3. Total Time Spent on Website:
➢ The longer a lead spends on the website, the greater the chance of converting them into a customer.
➢ The sales team should prioritize these leads.

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:

1. Lead Source_Welingak Website
2. What is your current occupation_Working Professional
3. Lead Profile_Select

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:
➢ Develop a model by considering various key factors such as time spent on the site, total visits, lead sources, and other relevant data.
➢ Provide interns with a pre-built model for reference.
➢ Begin reaching out through SMS and phone calls consistently, building rapport by engaging with them, understanding their challenges, background, and financial situation.
➢ Convince them of the value the platform or course offers in advancing their career, ultimately guiding them to enroll.

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 targeting unemployed leads, as they may lack the financial resources to invest in the course.

> ➢ Steer clear of students, as they are already pursuing their education and are less likely to enroll in a course tailored for working professionals at this stage.