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

ANS1)

- `Total Time Spent on Website`:

- Positive contribution

- The more time spent on the website, the higher the chance of lead conversion into a customer

- Sales team should prioritize leads with longer website engagement

- `Lead Source\_Reference`:

- Positive contribution

- Referrals as a lead source increase the likelihood of conversion, as they offer both cashbacks and assurance from existing users and friends who are trusted

- Sales team should prioritize leads from referrals

- `What is your current occupation\_Student`:

- Negative contribution

- If the lead is currently a student, it is less likely for them to enroll in a course intended for working professionals

- Sales team should not prioritize leads who are students

1. 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?

ANS2)

- Lead Source\_Reference

- Lead Source\_Social Media

- Lead Source\_Olark Chat

- It would seem that the Lead Source plays an important role in scouting for leads that have a higher chance of converting

1. 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.

ANS3)

- Target leads with high Total Time Spent on X-Education site, as it indicates a higher chance of conversion.

- Target leads who repeatedly visit the site (Page Views Per Visit), but be aware that they might be comparing courses from other sites. Interns should be more aggressive and emphasize competitive advantages of X-Education.

- Prioritize leads that come through References, as they have a higher probability of converting.

- Approach students as potential leads, but acknowledge their lower probability of conversion due to the industry-based nature of the course. However, emphasize the value of industry readiness upon completion of their education.

1. 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.

ANS4)

- Exclude unemployed leads from the focus, as they may lack the budget to invest in the course.

- Exclude students from the target audience, as they are already engaged in their studies and unlikely to enroll in a course designed for working professionals during this stage.