

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

Answer:

- Total Visits
- Total Time Spent on Website
- Lead Source with elements

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?

Answer:

- Lead Origin\_Lead Add Form
- Lead Source\_Olark Chat
- Last Activity\_Had a Phone Conversation

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.

Answer:

- Team can give priority to potential leads and hot leads as the conversion rate will be higher among those.
  - Team needs to maximize the outreach with the leads using different mediums such as phone calls and Message services.
  - Team needs to get more familiar with them, discussing their problem, background, looking their financial condition to better gauge their ability to become a hot lead.
  - Prove them that this platform/course will help them building their career and also inform them about various financial plans.
  - Gathering information which can later be used to build Models for better conversions.
  - Incentivize the team by offering performance based and milestone awards to increase competition to achieve targets and goals quicker.
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.

## Answer

- Team should focus on High potential leads which have better conversion rates and leads who have shown keen interest and had multiple visits to the website.
- Team can also involve themselves in personalized Email campaigns and previous interactions
- Team can engage with existing clients for referrals
- Team can engage with existing clients for other programs and courses which will enhance their experience and knowledge.