

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

Ans: The top three variables that contribute most towards converting leads in the model are:

- Total Time Spent on Website.
- Last Activity\_sms sent.
- Tags\_unemployed.

2. What are the top 3 categorical/dummy variables in the model which should be focused on the most to increase the probability of lead conversion?

Ans: The top 3 categorical/dummy variables in the model that should be focused on the most to increase the probability of lead conversion are:

- Lead origin\_api.
- Lead origin\_landing\_page\_submission.
- Tags\_will revert after reading the email.

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Ans: A good strategy would be to:

- Email a form to the interested individuals who have logged in, asking for what they are currently doing and what their interests are, whether it is to pursue studies or to get a job.
- Focus on individuals who are unemployed.
- Suggest attending a masterclass for their interested field or upcoming fields that are currently in demand.
- Offer a guaranteed job to individuals who are desperate to find employment.
- Assure discounts and perks during the course to encourage individuals.
- Target working professionals through emails about flexible short courses that can be completed while working.

4. Similarly, at times, the company reaches its target 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 aims 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: Some good strategies are:

- Emailing forms that are short and easy to fill, encouraging candidates to express their interests.
- Encouraging individuals who visit the website to ask the chatbot for their queries and interests.
- Sending updates about current masterclasses to provide insights to individuals who are unsure about which field to choose.
- Advertising free courses available on the education platform to create an interest in individuals, encouraging them to visit the website frequently and explore courses.