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

Ans. Total visits
Total time spent on website
Lead Origin

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. Last activity_SMS Sent
What is your current occupation_Working Professionals
Lead Source_Welingak Website

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. A tailored machine learning model can be employed to guide the calling strategy. This model would enable the identification of leads to target based on specific criteria. For instance, leads with last activities involving email bounce, unsubscribed, approached upfront and email marked spam could be avoided. Emphasis could be placed on leads from sources like Olark Chat and Welingak Website. Special attention should be given to people who are currently unemployed and working professionals who wants to upskill, have a higher likelihood of conversion. Additionally, leads that have exhibited extended website engagement and a greater number of visits should be prioritized. Clear communication about the platform's benefits for career development is crucial in these interactions.

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. By taking the history of targeted(converted) customers, the company can give offers/discounts according to their profile or occupation which would help in increasing the chances of getting converted soon. It is better to focus on working professionals as they would be aspiring to grow further in their field and not focus much on students/unemployed as they wouldn't be able to afford at that stage. Also, to these potential customers, it is

better to send all such coupon codes or discounts through SMS or email automatically to avoid repeated calls.