Please find answers to below Case Study-based Subjective Questions:

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

   Ans:
   Below are the top three variables that contribute most towards probability of lead getting converted: -
   a. **Total time spent on Website:** Leads spending more time on Website have greater chance of getting converted.
   b. **Page Views Per Visit:** Converted Leads tends to view more pages and visit more websites as compared to non-converted customers.
   c. **Lead Source:** Two labels in 'Lead Source' have greater conversion rate as compared to other variables where there is only one label or no label values with higher conversion rate.

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:
   Below are top three categorical/dummy variables where more focus is to be given to increase probability of lead conversion: -
   a. **Lead Source variable label 'Welingak Website':** Leads who learned about company via source 'Welingak Website' have more probability to become customers and hence if focus is given to these customers can help in increasing conversion rate.
   b. **Last Activity variable of label 'SMS Sent':** Leads who have 'SMS sent' as their last activity recorded have more chance in getting converted.
   c. **What is your current occupation_Working Professional**: Working Professional Leads have higher chance of buying online courses and hence increase in conversion rate.

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:
Below are few good strategies which sales team should employ to get maximum Leads converted:

Identifying and Focusing on Potential Leads - Sales team need to focus more on customers falling under below categories: -
1. Spends more time on website
2. Visits a greater number of website pages
3. Customers who are currently working professionals
4. Customers sourced from Welingak Website
All above categories of customers are to be approached by calls or emails to understand customer requirement and help them with any type of queries/challenges they are facing.

Grooming of Leads: Sales team should help to nurture potential Leads by :-
1. Motivating Leads by sharing stories of successful career prospects of past customers
2. Share a couple of ratings and feedback received from previous clients that will help Leads to have positive impact on their lookout which will help leads to get converted.

Improve in Marketing process: -
1. Share some offers/discounts to leads looking for courses.
2. Encourage them to refer to their colleagues or friends/relatives and help them to offer some rewards for bringing in more clients via referrals.

Continuous Tracking of Leads actions:
Team should ensure Potential Leads are guided properly throughout during conversion process: -
1. Use some automation tools to track activities of Leads, so that all potential leads are correctly approached and there is no miss in Leads due to poor communication or guidance from sales teams.
2. Need to ensure fast response is provided to leads and are contacted based on availability time of clients so that there is no miss due to improper handling.

To keep record of Feedback received from Leads:
1. Take feedback from converted leads and any improvement area required during the process.
2. Taking feedback from Leads who got missed for further analysis and scope of improvement.

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:
   Below customer prospects and behavioral intent should be given less focus as these are non-potential leads for conversion: -
   a. Customers sourced from 'Olark chat', 'Referral Site' and Facebook should not be entertained and making calls should be avoided for these customers as they have very less conversion rate.
   b. Customers who had their last activity recorded as 'Email Bounced', 'Unreachable', 'unsubscribed', 'Form submitted on Website' should be avoided from making calls.
   c. Automated Chatbot needs to be improved so that any simple queries of customer can be handled effectively by chatbots and very less intervention required by sales team via calls.
   d. Making use of automated tools to keep track of client activity post initial calls by sales will help the sales team to decrease unnecessary calls to clients for client update on their activity.
   e. Identify improvement areas based on feedback obtained from Leads and implement fix in process of Leads conversion.