

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

ANS : The top three variables based on the final model which contributes most towards the probability of lead getting converted are:

1. Lead Source\_Welingak Website: 5.35
2. Lead Source\_Reference: 2.90
3. What is your current occupation\_Working Professional: 2.69

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

1. Lead Source\_Welingak Website: 5.35
  - > We should focus on investing more budget on Welingak Website in terms of advertising, etc. to attract more leads.
2. Lead Source\_Reference: 2.90
  - > We can introduce discounts or attractive offers such as cashback etc. for providing references that will help to lead to encourage more references.
3. What is your current occupation\_Working Professional: 2.69
  - > We should develop appropriate messaging system and try to engage working professionals through communication channels based on their engagement.

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: To make lead conversion more aggressive during the period of hiring interns, X Education can follow the strategy based on the variables and their coefficients:

Focus on leads with high potential such as

- Lead Source\_Welingak Website: 5.35
- Lead Source\_Reference: 2.90

What is your current occupation\_Working Professional: 2.69

So, the sales team should prioritize calling leads from these sources during the intern-hiring period.

Also there are positive coefficient in variables such as

Last Activity\_SMS Sent, Last Activity\_Others, Last Activity\_Email Opened, Total Time Spent on Website, Lead Source\_Olark Chat, Last Activity\_Email Link Clicked, Last Activity\_Page Visited on Website

messages and have opened the emails are also more likely to convert. The coefficients for Last Activity\_SMS Sent and Last Activity\_Email Opened are positive. Therefore, the sales team should prioritize calling leads who have been sent SMS messages or have opened emails from X Education.

Total Time Spent on the Website is also a good indicator of the lead's interest in X Education's services, with a coefficient positive coefficient. So, the sales team should also prioritize calling leads who have spent a significant amount of time on the website.

The sales team should also make sure to follow up with leads who have interacted with X Education through multiple channels. As we can see, the variable Lead Source\_Olark Chat has a positive coefficient, so the leads who have used the Olark Chat feature on the website may not have spent as much time on the website, but may still be interested in X Education's services. Therefore, the sales team should make sure to follow up with leads who have used multiple channels to interact with X Education.

In summary, to make lead conversion more aggressive during the intern-hiring period, X Education should focus on leads from high-potential sources, look for effective communication channels, Maximize website engagement, and maintain a multi-channel approach.

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: To minimize the rate of useless phone calls when the company reaches its sales target for a quarter before the deadline, the sales team can employ the following strategy:

- Focus on lead encouraging activities such as personalized emails, sms and targeted newsletters.
- Developing automated sms system to send sms to customers that have very good likelihood of getting converted automatically.
- Discuss with the sales team, management, and data scientists to teams to analyze and discuss the model and gather feedback on what worked and what didn't.
- Make the strategy for providing discounts or cashbacks to potential customers to encourage them to take action.
- Focus on building relationships with potential customers through other communication channels like email, social media, or chatbots.
- Gather feedback from existing customers to improve the quality of the leads generated and optimize the conversion rate.