

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

**Solution**

\_\_\_Top Three variables contributing towards the conversion are

1. Time Spent
2. Tags
3. Source

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?

**Solution**

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 are as follows:

- Lead Origin Forum
- Welingak website
- Source\_Olark Chat

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.

**Solution**

Good strategy to employ will be

1. Make interns focus on leads spending more time on website.
2. Leads those visit website frequently.
3. Leads from olark chat
4. Leads from welingak website.
5. Try giving incentives to leads for filling the form.

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.

### **Solution**

Below are few strategies they should employ at this stage:

- At times when the company's aim is to not make phone calls, but at the same time if the companies don't want to lose the potential leads, we can narrow down the number of leads to be called by identifying the "hot leads" who have higher conversion rate.
- In our final model, the leads whose lead score is greater than 40 % are considered as potential lead. The conversion rate is more than 75%.
- During the time, when the company wants the sales team to focus on some new work, we can just increase the threshold of lead score from 35% to say 95%. The conversion rate increased from 75% to 95%. Since it's easy to convert these hot leads, the time will be saved as well as the potential leads are not lost.
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