

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

**Answer:** Top 3 variables that contribute towards the lead Conversion.

- a. Total time spent on the Website.
- b. Lead Source: a. Google b. Direct traffic c. Organic search d. Olark Chat
- c. Lead origin is Lead add format.

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?

**Answer:** Top 3 Categorical columns to be focused on the leads that has the highest probability of lead conversion

- i. Specialization Finance Management
- ii. Lead Source\_Olark Chat
- iii. Last Activity\_SMS Sent

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.

**Answer:** To make lead conversion more aggressive during the intern-hiring period, X Education can employ the following strategy based on the given variables and their coefficients: 1. Focus on leads with high potential, Based on the given coefficients, leads from the following sources have a higher likelihood of conversion:

1. Leads having value specialization in Finance Management.
2. Leads coming from the source "Olark\_Chart"
3. Leads having the last activity\_SMS\_Sent

The sales team should prioritize calling leads having the above attributes during the intern-hiring period. In Summary, Interns should take an approach of reaching the leads through Different Channels and enable the platform to 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.

**Answer:** 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:

1. Focus on different activities such as personalized emails, SMS and targeted newsletters to improve the lead generation.

2. Sending automated SMS to customers that have very good likelihood of getting converted.
3. Make the strategy for providing discounts or incentives to potential customers to encourage them to take action.
4. Focus on building relationships with potential customers through other communication channels like email, social media, or chat bots.
5. Gather feedback from existing customers to improve the quality of the leads generated and optimize the conversion rate.