

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

**Answer:** To assess lead scores effectively, one can utilize key performance indicators such as **'Total Visits'**, **'Total Time Spent on Website'**, and **'Page Views Per Visit'**. These metrics offer valuable insights into user engagement and interest level.

**'Total Visits'** reflects the frequency of a prospect's interactions with your website, indicating their interest in your content or offerings.

**'Total Time Spent on Website'** is a critical metric that shows the depth of a prospect's engagement, suggesting that they are finding the content on your site to be relevant and valuable.

**'Page Views Per Visit'** helps in understanding how captivating and well-structured your website is, as it measures the number of pages a prospect views in a single session.

By analyzing these metrics, one can score and rank prospects based on their engagement levels. Prospects with higher scores are often more likely to convert, as they have shown a consistent and deep interest in what your website has to offer. This data-driven approach ensures that you focus your efforts on nurturing the most promising leads.

**2)What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?**

**Answer**

1. 'Lead Origin'
2. 'Lead Source'
3. 'Last Activity'

**3)X Education has a period of 2 months every year during which they hire some interns. The sales team 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**

1. **Model Development:** A predictive model is created considering various factors that are crucial for the model. These factors include the time spent on the site, total visits, lead references, and other relevant parameters. The model is trained and tested using historical data to ensure its accuracy and reliability.
2. **Model Deployment:** Once the model is developed and validated, it is made ready for use. Interns are provided with this ready-to-use model. They are trained on how to use the model effectively to predict lead scores and identify potential prospects.
3. **Engagement:** With the help of the model, the best prospects are identified. These prospects are then engaged through various channels such as SMS and calls. The aim is to build a rapport with them by discussing their problems, understanding their

background, and assessing their financial condition. This repetitive engagement helps in building a strong relationship with the prospects.

4. **Conversion:** The final step is to convince the prospects about the benefits of the platform/course. They are shown how this platform/course can help them in building their career. Success stories and testimonials can be shared to instill confidence in them. Once they are convinced about the potential benefits, efforts are made to convert them into customers. This conversion marks the successful end of the lead scoring and conversion process.

**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 unproductive phone calls when the company reaches its sales target for a quarter before the deadline, the sales team can employ the following strategy:

1. **Lead Nurturing:** Focus on lead nurturing activities such as sending personalized emails, SMS's, and targeted newsletters.
2. **Automated Messaging:** Send automated SMS to customers that have a high likelihood of conversion.
3. **Collaboration:** Collaborate with the sales team, management, and data scientists to fine-tune the model and gather feedback on what worked and what didn't.
4. **Incentives:** Develop a strategy for providing discounts or incentives to potential customers to encourage them to take action.
5. **Building Relationships:** Focus on building relationships with potential customers through other communication channels like email, social media, or chatbots.
6. **Target Audience:** Do not focus on unemployed leads as they might not have a budget to spend on the course. Also, do not focus on students, since they are already studying and would not be willing to enroll in a course specially designed for working professionals, so early in their tenure.
7. **Feedback:** Gather feedback from existing customers to improve the quality of the leads generated and optimize the conversion rate.