

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

Ans: These are the top three variables which contribute most:

- Total Visits
- Total Time Spent on Website
- Lead 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?

Ans: Top 3 categorical/dummy variables in order to increase the probability of lead conversion:

- Lead Source with Olark Chat
- Lead Source with Reference
- Current Occupation Working Professional

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: We made a few points that describe how we make things as per our possibility:

- The Intern Team must be focus on that Target leads which spend lots of time on Education site (Total Time Spent on Website), there might be a good chance that they need for that particular course.
- Target leads that repeatedly visit the site (Page Views Per Visit). However, they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So, the interns should be a bit more aggressive and should ensure competitive points where X-Education is better, are strongly highlighted.
- The leads that have come through References as they have a higher probability of converting cause if someone already join the course and if they came through the them references which tell the little trust rise on them to enroll for that

- Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education.
- The Intern term approaches them and make a phone call and giving them a complete guidance about the course.

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: In this condition they need to focus more on other methods like SMS or e-mails. This way calling won't be required unless it is an emergency's above strategy can be used but with those customers that have a very high chance of buying the course.

And Good way to handle this, not to call and focus on unemployed leads. They might not have a budget to spend on the course, focus on students and working people who can relate to this course, and not to on those leads who are from the different background since they would not be willing to enroll into a course specially designed for working professionals, so early in the tenure.