

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

A. Below are the top three variables that contribute significantly towards the lead getting converted :

❖ Lead Source_ Welingak Website:

- Positive contribution
- Lead coming from Welingak Website indicated higher chance of being converted into a lead
- Sales Team should focus on leads coming from this source

❖ Lead source_Reference :

- Positive contribution
- If the lead is coming from a reference then there is higher chance of the lead converting positively
- Sales should follow up with this kind of leads

❖ What is your current occupation_Working Professional :

- Positive contribution
- If the lead is a working professional then it indicates that the person is willing and capable of paying for the course and has strong inclination to enroll in a course from X_education site
- Sales should focus more on the leads coming from this 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?

A. Top three categorical/dummy variables in the model are below:

- Lead Source_ Welingak Website
- Lead source_Reference
- What is your 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.

A.

- Target leads that spend a lot of time on X-Education site (Total time spent on website)they might be spending a lot of time in website comparing the courses and cost

- So the interns should be a bit more aggressive and should ensure competitive points where X-Education is better strongly highlighted .
- Target leads that have come through Welingak Website as they have a higher probability of converting.
- Working professional should be approached more than other categories as they have high motivation to up skill themselves and also in better position to afford 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.

A.

- Do not focus on unemployed leads., they might not have a budget to spend on the course
- Focus on calling leads coming from Welingak Website, they seem to have a decent conversation rate
- Focus on leads whose last activity was SMS sent, that way we already are sure that the lead is slightly interested in our courses so higher chance for us to convert the lead successfully by little persuasion