

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

Answer: Top Three variables for the model:

- Lead Origin
- Last Activity
- Current Occupation

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: The top 3 categorical/dummy variables in the model

- Lead Origin\_Lead Add Form 3.583953
- Last Activity\_Had a Phone Conversation 3.186922
- current\_occupation\_Working Professional 2.838692

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: X Education should increase the number of reach out to end customers who are sourced from Lead Form.

Phone calls must be done to people if:

- They spend a lot of time on the website, and this can be done by making the website interesting and thus bringing them back to the site.
- They are seen coming back to the website repeatedly.
- Their last activity is through SMS or through chat conversation.
- They are working professionals.

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: X Education customers who spent time on website have a higher lead conversion rate. The company should devise steps to convert website customers into efficient leads. The company should avoid calls and prioritize the leads. Prioritising can be done based on lead score. Leads that have more than 75% of the lead score should be targeted first. Also, Scholarship to be awarded to the student who enrolls in the course.