

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

A - Based on the values of the coefficient and other metrics, Lead Quality, Lead Source and Lead Origin are the variables which contribute most towards the probability of a lead getting converted.

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 – Lead Quality\_High in Relevance, Lead Quality\_Low in Relevance and Lead Quality\_Might be are the variables in the model which should be focused the most on in order to increase the probability of lead conversion.

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 – Now, if we have a good number of people in our team, we can segregate the customers to so that may be one person can talk to a single customer or may be more. Now , the strategy here should be to educate the potential leads so that they can convert to customers. We can provide them with more info, one on one sessions with people who have taken the course so that they can make a more informed decision on the same. Apart from that we can give them some discount perhaps as they are hot leads and have a very high chance of conversion if given the right push.

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 - In this stage the company can use social media, SEO to promote their coursed. They can perhaps provided demo sessions to interested candidates. They can also create a youtube channel to better the explain the curriculum of the courses or may be some important foundation concepts of certain courses.