

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

As per our final model and analysis, the top three variables that contribute towards the probability of a lead getting converted are:

1. lead\_source\_Welingak\_Website
2. lead\_source\_Reference
3. occupation\_Working\_Professional

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?

According to our model, the top 3 categorical/dummy variables in the model which should be focused on in order to increase the probability of lead conversion are:

1. lead\_source\_Welingak\_Website
2. lead\_source\_Reference
3. 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.

During those 2 months, the team can focus on the below to increase their conversion rate:

The sales team should focus on calling the leads who have sources as 'Welingak Website' and 'Reference'. They should also focus on calling the working professionals as they have a higher chance of conversion. The leads who spend more time on the website are potential hot leads and hence the sales team should communicate with them more. This would increase their chances of lead conversion. The sales team should also try communicating with the leads whose last activity was SMS i.e the leads who have received SMS.

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.

During this time, the sales team should focus on only calling the hot leads like the leads from 'Welingak Website', 'Reference' and 'Working Professional'. Ensure that the

website has all the required information and is engaging so that the leads that spent more time on website can get converted. The company can also aim at sending automated SMS and emails for follow-ups or other informative messages. For the leads with lower conversion lead, the team can focus on sending SMS and emails instead of calling them during this period.