

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

Ans: Lead Source, Lead Origin, Total Time Spent on Website

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: Lead Source : Majority of the conversion rate is seen from the source NC_EDM, WeLearn, Live Chat, Welingak Website and so on.

What is your current Occupation: Majority of the candidates who are unemployed are interested in these courses.

Lead Origin: People who came on the Landing page submission are more likely interested in buying these courses.

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: Based on the interest of the candidates and their previous work profile, also checking on the subject of interest, which type of courses they are checking. Approaching the candidates on these particular ideas will help them convert sooner.

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: The company can take measures where they keep least amount of employees on this work and can also use ChatBot to understand the requirement of the potential candidate. The company can also go for referrals which will help them save a lot of time.