

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

- a. Lead Origin_Lead Add Form
- b. Last Activity_Had a Phone Conversation
- c. Lead Source_Welingak Website

These variables have highest positive correlation making them most influential in lead conversion

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 Origin_Lead Add Form
- b. Last Activity_Had a Phone Conversation
- c. Last Activity_Email Bounced

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. Developing a comprehensive model that takes into account various crucial factors such as time spent on the site, total visits, leads generated, and more.
- b. Equipping interns with a readily available model to work with.
- c. Initiating a proactive communication strategy through SMS and phone calls, aiming to establish a strong rapport with potential users. Engaging in meaningful discussions about their individual challenges, backgrounds, and financial situations.
- d. Demonstrating the value of our platform/course, emphasizing its potential to positively impact their careers, and ultimately converting them into satisfied users

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.

Give priority to leads that have been generated through form submissions. Opt for phone calls as the primary mode of communication instead of text messages or emails.