

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

The top three variables that contribute most towards the probability of lead getting converted are: -

1. Total Time Spent on Website
2. Lead Origin\_Lead Add Form
3. What is your current 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?**

The top three categorical/dummy variables in the model which should be focused the most in order to increase the probability of lead conversion are:-

1. Lead Origin\_Lead Add Form
2. What is your current occupation\_Working Professional
3. Lead Source\_Olark Chat

**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.**

1. Reach out to potential leads via phone calls: Phone calls can prove more effective in engaging potential leads compared to emails or text messages.
2. Prioritize leads with high lead scores: Concentrate on leads with a lead score exceeding 0.35, as they demonstrate a greater likelihood of conversion according to the model.
3. Provide tailored and pertinent information: Ensure that the interns have access to customized and relevant information about the leads they are contacting. This may include details about the courses the leads expressed interest in, their preferred learning mode, and other pertinent information.

4. Offer incentives: Extend special discounts or offers to potential leads who may be hesitant to convert, as this can incentivize them to take action and enroll in courses.

**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.**

At this stage they can perform the following tasks: -

1. Conduct market research: Utilize this downtime to conduct market research and analyze the competition. This can assist the company in identifying areas for improvement and developing new strategies to stay ahead of competitors.
2. Focus on professional growth: Utilize this time to offer training and professional development opportunities to the sales team. This can equip them with new skills and better prepare them for future challenges.
3. Provide valuable content: Develop informative content such as blogs, eBooks, and webinars to engage potential leads and offer them relevant information.
4. Prioritize lead nurturing: Instead of making phone calls, concentrate on nurturing existing leads through email marketing, social media, and other digital marketing channels.
5. Implement marketing initiatives: Develop and execute marketing campaigns focused on brand building and lead generation. This may involve creating targeted landing pages, optimizing SEO, and running targeted advertisements.
6. Monitor and analyze performance: Continuously monitor and assess the performance of marketing campaigns, adjusting strategies as needed. This includes tracking website traffic, lead generation, and engagement metrics like click-through rates and open rates.