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

*Ans: Top 3 features contributing to lead conversions are*

1. Lead Source\_Welingak 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?

*Ans: 1. Do Not Email 2. Last Activity\_Olark Chat Conversation 3. What is your current occupation\_Other*

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: Interns should be asked/strategized to focus on those customers to visit the website atleast 5 times & spend ~ 1,200 units of time therein to have a maximum possibility of lead conversions. They also should have a clear strategic campaigns around SMS & E-mails to influence the customers for enrolling in their preferred learning course. They need to focus/target on unemployed customers and filter out lead sources mainly from 'Google', 'Direct Traffic', 'Reference', 'Olark Chat' & 'Organic Search' through lead origins of 'API' & 'Landing Page Submission'.*

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: Few areas they can look into to create more potential leads are as under*

- a. E-mail reminder campaigns*
- b. Improvise Marketing strategies around preferred lead sources like 'Google', 'Direct Traffic', 'Reference', 'Olark Chat' & 'Organic Search'.*
- c. Referral programs with eye-catching incentives.*
- d. Target customers whose occupation mentioned as 'others' (to understand more about them & filter out who among these might be really interested in pursuing the learning/course)*