

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

**Answer:** Below are the Top 3 variables in the model that have a high chance of getting converted

- Lead Source\_Welingak Website 3.153724
- Lead Origin\_Lead Add Form 2.978775
- What is your current occupation\_Working Professional 2.392955

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?

**Answer:** Below is the list of Top 3 dummy variable that should be focused on to increase the probability of lead conversion

- Specialization\_Other – 2.18
- Lead Source\_Olar Chark – 2.04
- Lead Origin\_Landing Page Submission – 1.66

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.

**Answer:**

Since most of the sales team will be focused on calling the highest probability leads i.e., more than 80%. The interns can concentrate on the leads that have probability that have the least probability of conversion. Below is the list of the leads that have the lowest conversion possibility. With the help of the interns we can help increase the probability

- Lead Origin\_Landing Page Submission -0.869629
- Specialization\_Other -0.871031
- Specialization\_Hospitality Management -0.963194
- What is your current occupation\_Other -1.188253
- Last Activity\_Olark Chat Conversation -1.222240
- Do Not Email -1.572757

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.

**Answer:**

- The company can focus on the below points:
- The sales team of the education company should seek referrals from the already on boarded recently or from earlier batches, this will help to increase its lead pool.
- They can follow up on the leads that were left earlier as due to certain reasons or students who could not be converted earlier
- They can focus on personalized emails, SMS and targeted newsletters which will be a lead nurturing activity
- Collaborate with management and data scientist or analyst to fine tune the model
- Gather Feedback from existing customers to improve services offered