

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

Ans : a) Tags_closed by horizon – 6.60
b) Tags_lost to eins – 5.94
c) Tags_will revert after reading the email – 4.37

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 : The top 3 categorical/dummy variables that should be focused on the most in order to increase the probability of lead conversion are :

- a) Tags_closed by horizon -- We should focus more on those who have been allotted the tag – “closed by horizon”.
b) Tags_lost to eins – We should focus more on those who have been allotted the tag – “lost to eins”.
c) Tags_will revert after reading the email – We should focus more on those who have been allotted the tag – “will revert after reading the email”.

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 : To make lead conversion more intense during the intern hiring period, X Education can use the following strategies based on the given variables and their coefficients :

- a) Focus on leads with the highest potential (high value of coefficient) :

- Tags_closed by horizon– 6.60
- Tags_lost to eins– 5.94
- Tags_will revert after reading the email – 4.37

So, the team should focus on these leads the most

- b) Take advantage of communication mediums(SMS) :

Leads who have been sent SMS are more likely to convert than those who haven't received SMS as part of their “Last Notable Activity”. So, the company should prioritize those leads who have been sent SMS messages. The coefficient for “Last Notable Activity_sms sent” is 2.84

- c) Maximize website engagement :

Total time spent on website is a good indicator of lead's interest in X Education's services. With a coefficient of 3.45, the sales team should prioritize calling those leads who have spent significant amount of time on the website.

- d) Investment on Welingak website :

With a coefficient of 4.35, it is quite visible that leads are interacting with Welingak website very well. So, the company should make investments on the structure of the Welingak website.

e) The sales team should prioritize working professionals and those leads who are from the management background.

- 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 : To minimize the rate of useless phone calls when the company reaches its sales target for a quarter before the deadline, the sales team can employ the following strategy:

- a) The sales team should focus on lead nurturing activities such as personalized emails, SMS.
- b) Sending automated SMS to customers that have very good likelihood of getting converted.
- c) Collaborate with the management, and data scientists teams to improvise the model and gather suitable feedbacks.
- d) The sales team should make arrangements for providing discounts or incentives to potential leads so as to encourage them to take action.
- e) The sales team should focus on building relationships with potential customers through other communication channels like email, social media(if available).
- f) Gather feedback from existing customers to improve the quality of the leads generated and improve the conversion rate.
- g) They can identify very high priority leads by taking the threshold value for very high sensitivity.