

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

Ans:

- TotalVisits\_binned\_
- Lead Quality\_binned\_\_0\_
- TotalVisits\_binned\_0.5

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:

- Tags
- Lead Quality
- Lead Profile

I choose the answer because the IV for this 3 variables are extremely high compared to others

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:

Focus on leads who spend significant time on the X-Education website (Total Time Spent on Website) and those who frequently visit the site (Page Views Per Visit). However, frequent visits could indicate that they're comparing courses with other sites. Therefore, interns should adopt a more assertive approach, emphasizing X-Education's competitive advantages. Prioritize leads referred through references, as they have a higher conversion potential. While students can also be targeted, their likelihood of converting is lower due to the industry-focused nature of the course. Still, this can be highlighted as a benefit, positioning the course as a way to enhance their industry readiness before graduation.

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:

Avoid targeting unemployed leads, as they may lack the budget for the course. Additionally, do not focus on students, as they are likely already engaged in studies and may not be interested in enrolling in a course specifically designed for working professionals early in their academic journey.