

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

Answer 1:

The following three variables were found in our model that contribute most towards the probability of lead getting converted:

- a. Lead Origin_Lead Add Form
 - b. Total Time Spent on Website
 - c. 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?

Answer 2:

The top 3 categorical/dummy variables in the model to increase the probability of lead conversion are:

- a) What is your Current Occupation (Working Professional Category).
 - b) Lead Origin (Lead Add Form Category).
 - c) Total Time Spent on Website
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 3:

We can consider the following factors to do phone calls to the customers:

- a. Customers who spend more time on viewing the website and going through the course details.
 - b. We can target the customers whose lead origin is in 'Lead Add Form' state and are more likely to get converted.
 - c. Most of the customers whose occupation is working professional are having chances to get converted.
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 4:

Since the company reaches its target for a quarter before the deadline, it is

better to concentrate more on hot leads which are identified (based on lead score) and make them fully converted rather than exploring the new potential leads and nurturing them. Also, we can view the customer's recent activity and decide whether to make a phone call based on his/her activeness or any lack in response with us. By this, we can reduce unnecessary phone calls and progress on other targets