

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

(Ans.) The top three variables in your model which contribute most towards the probability of a lead getting converted are: -

- (i) Total Time Spent on Website
- (ii) Lead Origin
- (iii) Lead Source

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 in the model which should be focused the most on in order to increase the probability of lead conversion are: -

- (i) Lead Source with Google
- (ii) Lead Source with Direct traffic
- (iii) Lead Source with Organic Search

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.) An effective strategy to employ at this stage by: -

- Increasing the total time spent on the website of the visitors by making the website design more attractive by making changes in colour combinations and inserting graphic details such as Clip arts, Photos and plugins etc.
- Inserting Add form to gain interest of the user therefore increasing their chance of enrolling in the course
- By attracting the user from specific platforms like Olark Chat.
- By targeting working professionals, i.e. people who are already employed

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.) For this particular use case following things can be done: -

- By inserting the option of a Weekly Newsletter service in which the user can subscribe for free on the Website
- By providing sample Course Content by email to potential leads to ignite the user interest in certain courses
- By targeting the user base of platforms like Olark Chat which has greater probability of conversions.