

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

Ans - 1.TotalVisits 2 Total Time Spent on Website 3. Lead Origin_Lead Add Form - google,direct traffic,organic,

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 - 'Lead Origin', 'Lead Source', 'Do Not 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 - call on all lead give first preference to most recent lead generation, and divide the team by calling on old and new lead. Most expert should work on new lead .

And intern should call on the old lead and a proper training will be given how to call on old lead with that a experience one will be involved to support all time to interns which will bring productivity.

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 - they should work on referral benefit , and also do some branding partnership , and also should do huge amount of email promotion, some free education workshop. Which will extent the company name and there product . in short branding can be done in grat way for better lead generation.