

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

Key Variables are:

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

- a. What is your current occupation
- b. Lead Origin
- c. Last_Activity

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.

- a. sort out the best prospects from the leads you have generated. 'TotalVisits' , 'Total Time Spent on Website' , 'Page Views Per Visit' which contribute most towards the probability of a lead getting converted
- b. You must keep a list of leads handy so that you can inform them about new courses, services, job offers and future higher studies
- c. Customers who are working professionals are more serious in their options so talk more to them
- d. Monitor each lead carefully so that you can tailor the information you send to them
- e. Carefully provide job offerings, information or courses that suits best according to the interest of the leads.
- f. A proper plan to chart the needs of each lead will go a long way to capture the leads as prospects.
- g. Focus on converted leads.
- h. Hold question-answer sessions with leads to extract the right information you need about them.
- i. Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses

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.

- a. Targetting Working professionals or unemployed customers would be a better category
- b. Customers who are recurrently visiting the website are likely to be more keen and re more likely to be converted, so track the visits

- c. The funnel has a lot of leads coming from a lot of sources, but the leads coming from references are more targeted, so calling them could be worthwhile as they are fewer in the funnel but have close to 100% conversion
- d. SMS has also proven to be a good way of communication with good conversion