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

**ANS: • Total Visits**

**• Lead Source with elements Google**

**• Total Time Spent on Website**

1. 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 Source with elements direct traffic**
* **Lead Source with elements organic search**
* **Lead Source with elements google**

1. 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: To make lead conversion more aggressive during the 2-month period, X Education could employ the following strategy:**

* **Prioritize leads: Use the predictive model to identify potential leads who are more likely to convert into paying customers. Prioritizing such leads can help ensure that the sales team focuses their efforts on leads that are more likely to convert.**
* **Set up a phone campaign: Once potential leads have been identified, set up a phone campaign to contact them directly. The sales team could call up each potential lead and have a conversation with them to understand their requirements, provide information about X Education's offerings, and address any concerns they may have.**
* **Provide personalized information: During the phone conversation, the sales team could provide personalized information to each potential lead based on their interests and requirements. This can help them build a stronger connection with the leads and increase the chances of conversion.**
* **Follow up regularly: It's important to follow up with potential leads on a regular basis to ensure that they remain engaged with X Education's offerings. The sales team could use email or other communication channels to stay in touch with leads and provide them with relevant information.**
* **Use incentives: X Education could offer incentives to potential leads who convert into paying customers during the 2-month period. This could include discounts, special offers, or other benefits. Incentives can help encourage potential leads to take action and convert into paying customers.**

1. 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: When the company reaches its sales target for a quarter before the deadline, it can be a good opportunity to shift the sales team's focus to other important tasks. To minimize the rate of useless phone calls during this time, the company could employ the following strategy:**

* **Analyze past data: The company can analyze past data to identify the factors that lead to useless phone calls. By understanding the reasons behind such calls, the company can develop a plan to minimize them.**
* **Reallocate resources: During this time, the company could allocate the sales team's resources to other important tasks such as customer relationship management, product development, or market research. This can help ensure that the team's time and effort are being utilized effectively.**
* **Develop a new sales strategy: The company could also use this time to develop a new sales strategy for the next quarter. The sales team can work on identifying new potential leads, researching new markets, and developing new marketing campaigns.**
* **Focus on existing customers: The sales team could also focus on retaining existing customers by providing them with personalized support and services. This can help build stronger relationships with customers and increase the chances of repeat business.**
* **Provide training: The company could also provide training to the sales team during this time to improve their skills and knowledge. This can help prepare them for future challenges and ensure that they are equipped to handle any situation that may arise.**