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

**Answer:**

From the exercise performed in the python notebook, it is found that the top 3 variables in our model, which contribute most towards the probability of a lead getting converted are:

* *What is your current occupation*
* *Lead Source*
* *Lead Origin*

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?**

**Answer:**

Again, within the top 3 variables we created various dummy/categorical variables like Lead Origin\_Lead Add Form, Lead Source\_Direct Traffic, Lead Source\_Referral Sites, Lead Source\_Welingak Website, What is your current occupation\_Other, What is your current occupation\_Working Professional etc**.**

Among there variables, the top 3 dummy variables which should be focused the most in order to increase the probability of lead conversion are:

* + *What is your current occupation\_****Working Professional***
  + *Lead Source\_****Welingak Website***
  + *Lead Origin\_****Lead Add Form***

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.**

**Answer:**

During this period, to make our lead conversion more aggressive, X education should ask their data science team to little lower down the conversion probability cut-off to include even leads having lower conversion lead score, so that more leads can be predicted as converted by model and can be targeted by team of interns. When there is more target leads, there will be more conversion. At this stage, those which are low potential leads should be sent email with links of Welingak website advertisement of program, so that if they visit the same, there will be better chance of conversion.

Also, team should focus on leads in order of the variables which has better probabilities of lead conversion. From the answer above, we got 3 categorical variables which would increase the probability of lead conversion better than the rest. X Education interns should target potential leads who are working professionals, whose lead source is from Welingak website and the lead origin for whom is Lead Add Form.

To increase conversion rate, interns make sure that it is as easy as possible for people to complete their purchases. Same can be done by:

* + Providing one-click signup and sign-in options
  + Minimizing the form fields
  + Simplifying your checkout and payment processes

Also, the leads which has not converted to customers, interns should focus to understand what are their pain points, so that same can be tried to improve.

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.**

**Answer:**

As the Company has already reached its target and found those customers who have already converted, they should try to improvise their experience by doing more interactive sessions such that they do not churn (i.e. do not ask to de-enroll before commencement of course).

Additionally, the sales team can think of strategies so as to implement the following things :

* Providing discounts
* Providing referral bonus by asking the existing leads to bring in more customers who are interested
* Run competition for leads asking them to bring in people who they think might be interested in taking this course
* Running email campaigns to get more extensive feedback.
* Publish testimonials of previous students on their website and other portals like LinkedIn
* Sent emails to candidates of the career transitions or placements through this course,

ranking and recognition of the course

* Stay in Touch with Converted Leads through Remarkable Presence on Different Social Networking Sites
* Use of Videos to communicate with Students
* Become a ‘page one’ search result on Google (This means a lot to the one who enrolls as to the people they tells about the course also this makes a big impact)