

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

Answer: The top three variables in your model which contribute most towards the probability of a lead getting converted are:

- Lead Source_Welingak Website - 5.3805
- Lead Source_Reference - 3.0364
- Last Activity_SMS Sent - 2.0317

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?

Answer: 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:

- Lead Source_Welingak Website - 5.3805

Invest or Improve more in such a way that the Leads will increase in this source.

- Lead Source_Reference - 3.0364

Reference discounts and bonuses can be increased for leads to increase.

- Last Activity_SMS Sent - 2.0317

Call or update immediately after SMS is sent. Or send out an follow-up message the next as well which reminds them again.

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.

Answer: Below strategies can be taken in this period:

- Look into the positive coefficient factors and focus to get them into leads which are more on lead sources.
- Look into the less negative coefficient factors like specialization and make them understand over a call whether they know about the company or any clarification or help is required.

- Lead Source and Last activities can be considered to make a call.
 - Lead Origin and Specialization can be considered at the end as it will not impact positively to increase them to leads.
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.

Answer: Few things can be taken up:

- Improve on email strategies.
- Improve on automated calls and messages
- Discussion within the internal team to improve any other strategies to increase the leads in the upcoming quarter.
- Discussions on any other new feature that can be added so that leads can increase.
- Discussion on cost saving mechanism in this process
- Analysis on the feedback shared by the existing leads and conversion leads on not taking up.