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

Ans:
➢ Total Time Spent on Website
➢ Lead origin_Lead Add form
➢ Last Notable activity had a phone coversation

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
➢ Last Activity
➢ What is your current occupation.

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: Inform them about new courses, services, job offers and future higher studies. Monitor each lead carefully so that we can tailor the information we send to them. Carefully provide job offerings, information or courses that suits best according to the interest of the leads. A proper plan to chart the needs of each lead will go a long way to capture the leads as prospects.

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: Focus on converted leads. Hold question-answer sessions with leads to extract the right information we need about them. Make further enquiries & appointments with the leads to determine the intention & mentality to join online courses.