

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

Ans : Following are the top variables that contribute towards the result

- Total Time Spent on Website
- Total Visits
- Lead Source with elements Google

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?

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 : Phone calls must be done to people if:

- They spend a extra time on the website, which is possible by making the website interesting, with good amount of required data and highlights of courses and thus bringing them back to the site.
- Customers are repeatedly checking in the website.
- Customers last activity is via SMS or through Olark chat conversation.
- They are working professionals.

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 : During this time sales can focus on new work like

- **Content Creation:** Team can create valuable content such as blog posts or educational materials. This can be used for marketing purposes, enhancing the company's online presence, and providing additional resources for potential customers.
- **Planning:** Evaluate the current sales strategies, identify areas of improvement, and brainstorm innovative approaches for the upcoming quarters. Develop plans and strategies to address potential challenges in the future.

- **Networking and Relationship Building:** Team can build and strengthen relationships with key industry partners and influencers. Attend events, conferences, or online forums to expand the company's network.
- **Market Research and Analysis:** Team must be working on market analysis to identify new opportunities, potential gaps in the market, and areas for improvement in your current offerings.
Also, analyze customer feedbacks and gather insights to refine products or services.