

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

Ans:

- a. Total Time Spent on Website
- b. Last Activity
- c. Last Notable Activity

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:

- a. Lead Origin
- b. Lead Source
- c. Do Not Email

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:

- a. Like in Last Notable Activity if we sent the SMS then chance of conversion is higher.
- b. If we can email after conversation also do give some incentives for motivating them give references to their other friends.
- c. Also we saw that personalized emails to the student that visited our web site. Will be help full.
- d. At last publishing ads in News paper has positive impact on the conversion rate.

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:

- a. At this time company run digital ads along with traditional way like newspaper articles.
- b. Also company can fix their bot services as it has negative impact on the conversion rate.