

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

Ans.

**1. Total Visits**

- Positive contribution
- Higher total number of visits to the platform increases the probability of the lead converting into a customer

**2. Total Time Spent on Website**

Positive contribution

- Higher the time spent on the website, higher the probability of the lead converting into a customer
- Sales team should focus on such leads

**3. Lead Source**

- It is an important feature that should be focused on

- 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.

1. Lead Origin\_Lead Add Form
2. Lead Source\_Olark Chat
3. Last Activity\_Had a Phone Conversation

- 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.

- Create a model considering factors like time on site, total visits, and lead references.
- Provide interns with this model.
- Send SMS and make calls regularly, get to know clients by discussing their issues, background, and financial condition.
- Prove them that this platform/course will help them building their career and finally convert them.

- 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.

- It is advisable to avoid targeting unemployed leads, as they might not have the necessary budget for the course.
- It is recommended not to focus on students, since they are already engaged in their studies and may not be inclined to enroll in a course specifically designed for working professionals at this stage.