

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

Ans:-

- a) Total Visits Positive contribution. The higher the total number of visits to the platform, the more likely the lead will convert into a customer.
- b) Total Time Spent on Website Positive contribution. The more time a lead spends on the website, the more likely it is to convert into a customer. The sales team should focus on such leads.
- c) Lead Source It is the most significant feature to focus 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 :-
- a) Lead Origin_Lead Add Form.
 - b) Lead Source_Olark Chat
 - c) 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:-
- a) Creating a model by considering several points that are essential for the model. Time spent on-site, total number of visitors, lead references, and so on.
 - b) Providing interns with a ready model.
 - c) Begin sending SMS and making calls often, try to get more familiar with them, discussing their problem, background, and looking at their financial status.

d) Demonstrate how this platform/course will enhance their professional skills and ultimately 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:- a) Don't focus on unemployed leads. They may not have a budget to spend on the course.

b) Avoid targeting students as they are currently studying and may not be interested in taking a course tailored to working professionals at this stage of their careers.