

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

Answer : The following are the top three variables contributing towards the probability of a lead getting converted:

- a) Total time spent on Website: The higher the time spent on the website, the higher are the chances of the leads getting converted to a customer.
 - b) Lead Source: Google
 - c) Lead Source: Direct traffic
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?

Answer: a) Lead Source with Google
b) Lead Source with direct traffic
c) Lead Origin with lead add form

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.

Answer: They can make a list of potential leads looking at the model, especially the leads who spend a lot of time on the website and whose total number of website visits are high. They can contact them through calls/SMS/email and provide them details of the online courses, the job prospects, help in finding new jobs, some discounts with enrollment fees etc.

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.

Answer: They need not focus on leads that are coming from students or unemployed people. Instead of focusing on calls, they can send out automated emails / SMS with offers and course details.