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

**Ans.** The top three variables contributing most towards the probability of a lead converting are-

1. Lead Source\_Reference
2. Lead Origin\_Landing Page Submission
3. Total Time Spent on Website
4. 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.** The top three categorical variables contributing to an increase in probability of lead conversion are-

1. Lead Origin\_Lead Add Form
2. Occupation\_Working Professional
3. Last Activity\_SMS Sent
4. 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.** Here are some suggestions which could help improve X Education’s conversion rate-

* The interns should be made to focus aggressively on getting more leads from the source of ‘Lead Add Forms’.
* They should also be made to approach more people who are Working Professionals, since the company offers online courses, working professionals would find it more flexible.
* Need to increase social media marketing especially on those platforms which the younger generation is using more like Youtube, Instagram, Quora etc.
* All people who have purchased courses in the past should be marketed aggressively to refer X Education’s courses to their peers.
* Promo codes and referral discounts may be offered to people who give references referrals to peers.
* The website of X Education should be made more attractive and engaging, and referrals from past course takers can be included on the website too. The website may also contain feedback from past students on courses and experience.
* A more attractive freebie may be offered to only those who purchase the courses.

1. 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.** Here are some recommendations for the Sales team-

* The sales team needs to step up its social media marketing. The last activity seeing most conversions is ‘SMS Sent’, and SMS are a very old technology. If their highest conversions are from such an old technology, it’s not good.
* They can work on X Education’s website alongside with the marketing team to increase the time leads are spending on their website, and convert more of them.
* Work on providing placement opportunities to unemployed people, which will lead to more conversions from them.
* They can approach popular personalities like actors, sportspersons, or hold webinars with relevant field experts to increase credibility among leads.
* Organize communication workshops for sales team to improve their communication and marketing skills.