

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

Answer: "Tags\_Closed by Horizon", "Tags\_Lost to EINS", "Total Time Spent on Website" are the top three variables contributing to the model. All three are positively correlated to the Conversion as they have high positive value for their respective coefficients.

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: "What is your current occupation\_Unemployed", "Tags\_Ringing", "Lead Origin\_Landing Page submission" are the 3 dummy variables that should be focused on because these categories have the highest number of leads but the conversion rate is low.

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: i) The potential leads should be segmented into the top, mid and low priorities according to the probability of the potential leads.

ii) The interns should be assigned to the top priority leads and they must focus on these leads by calling them first.

iii) Further steps should be taken to send personalised mails/SMS.

iv) The progress should be tracked and regular follow ups should be made.

v) Feedbacks should be considered to understand what worked and what did not. This will improve the calling, model and thus conversions.

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: Firstly the model should be updated on the basis of the recent conversions and then again the leads should be prioritized.

Only those leads should be considered that have high probability of conversion. Secondly, assuming the conversions are improving based on the model now the focus should shift from conversions to the initial funnel. That is to generate high number of leads by running campaigns and promoting the products offered by X Education basis the past historic data. In fact, a ML model can be developed to understand what and which product is demanded by the customers.