

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

Answer – Following are the top three variables:

- Total Time Spent on Website
- Lead Source as Welingak Website
- Lead Origin as Lead Add Form

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 – Based on coefficient values of these variables:

- Lead Origin as Lead Add Form
- Lead's Occupation as Working Professional
- Lead Source as Welingak Website

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 – A good strategy to convert potential leads would be to call them if:

- They are working professional or Unemployed as they have good conversion rate.
- Their source is through reference, google and from Welingak website.
- They spend more time on the website.
- Their origin is from Add Form or Page Submission.

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 – Following strategies can be employed in the mean time:

- Optimizing the website may attract leads to visit more frequently.
- Automated mails can educate the potential leads with further knowledge on the services provided by the company.