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

Ans 1:

The top three variables are:

- Total time spent on website
    i.   The total time spent by the customer on the website.
    ii.   The more the time spent means more likely to convert.

- Lead Origin
    i.   The origin identifier with which the customer was identified to be a lead. Includes API, Landing Page Submission, etc.
    ii.   If the lead fills out a lead add form more likely to convert
- Lead source
    i.   The source of the lead. Includes Google, Organic Search, Olark Chat, etc.
    ii.   Of these ppl contacting through Olark chat are more likely to convert

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 2:

- Lead Origin- Lead Add form : Customers filling out add forms are more likely
- Lead Source – Olark Chat : Customers engaging in an Olark chat window are more likely to convert
- Last activity – SMS sent: If customer has sent an SMS, more likely to convert

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 3:

- ❖ First and foremost, we should order the customers based on the amount of time spent by them on the website. The more the strong likelihood of them converting to avail the course, so continuous follow up and messages should be sent.

❖ Targeting the customers who engage on the chat or have come through Welingak Website. Those customers who have last communicated through SMS are also most likely to get converted so need to be followed up regressively. The queries resolution should be quick via SMS and a quick call-in case some more information needs to be communicated.

❖ The students at some school, and those customers who have marked do not contact via email, are very unlikely to be converted. So, resources need not be wasted on following up, however basis information asked should be communicated promptly.

The customers spending long time, messaging via SMS, filling out the ADD form and chatting on Olark chat are most likely to get enrolled to the course. So, the website experience should be good and smooth.

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:

↓ Make groups and follow up based on the categories of customers like strong leads, not so strong and weak leads. Make email draft to be sent to these categories

↓ Keep the draft emails short and engaging referring to the alumni achievements or where are they placed.

↓ Catch the attention by keeping some free engaging sessions on the subject matter.

↓ Consider using an informal and personal touch by sighting the same case scenario.

↓ Never assume whether its worth deleting cold leads, let the customer tell that themselves.

↓ Keep prerecorded voicemails and email templates for various scenarios that can be sent with little tweak.