

# QUESTIONS

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

- Total Time Spent on Website:
  - ✦ Recognize the positive impact:
  - ✦ Leads who invest more time on the website have a greater likelihood of converting into customers.
  - ✦ The sales team should prioritize and concentrate their efforts on these leads.
- Lead Source\_Reference:
  - ✦ Acknowledge the positive influence:
  - ✦ When the lead source is a reference, there is a greater probability of conversion, as referrals not only offer cashbacks but also assurance from current users and trusted friends.
  - ✦ The sales team should prioritize and focus their efforts on these leads.
- What is your current occupation\_Student:
  - ✦ Acknowledge the negative impact:
  - ✦ If the lead is already a student, it is unlikely that they will enroll in another course specifically designed for working professionals.
  - ✦ The sales team should avoid prioritizing or focusing their efforts on such leads.

## 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?

- Lead Source\_Reference
- Lead Source\_Social Media
- Lead Source\_Olark Chat

It appears that the origin of leads plays a significant role in identifying prospects with an increased likelihood of conversion.

**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.**

- Focus on leads who spend a significant amount of time on the X-Education website (Total Time Spent on Website). Additionally, prioritize leads who frequently visit the site (Page Views Per Visit). However, it's important to consider that their repeated visits might be driven by comparing courses on other websites. In such cases, the interns should adopt a more assertive approach and emphasize the competitive advantages of X-Education.
- Give special attention to leads that originate from references, as they tend to have a higher probability of converting.
- While it is possible to engage with students, their likelihood of conversion may be lower due to the industry-based nature of the courses. However, this can serve as a motivating factor to ensure they are well-prepared for the industry upon completion of their education.

**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.**

- Avoid targeting unemployed leads as they might not have the financial resources to invest in the course.
- Similarly, it is not recommended to focus on students who are already engaged in their studies, as they are less likely to enroll in a course specifically designed for working professionals, especially early on in their academic journey.