

Q.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 that contribute the most to the probability of a lead getting converted are:

1. Total Time Spent on Website: More time spent on the website shows that the lead is more interested.
2. Total Visits: The more times a lead visits the website, the more likely they are to convert.
3. Page Views Per Visit: Leads who view more pages per visit are more engaged and likely to convert.

Q. 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. The top three categorical/dummy variables that should be focused on are:

1. Lead Source: This tells us where the lead came from (like Google search or social media). Different sources convert at different rates.
2. Last Activity: This shows the last action the lead took (like opening an email or visiting the site). Recent activities mean the lead is still interested.
3. Specialization: This shows the lead's area of interest, helping tailor communication to their needs.

Q. 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. During the intern period, to aggressively convert leads, X Education should:

- Focus on High-Probability Leads: Have interns call leads that are most likely to convert according to the model.
- Personalize Communication: Tailor messages to highlight why X Education is valuable to them.
- Frequent Follow-Ups: Use interns to follow up with interested leads regularly.
- Monitor and Improve: Check how well the strategy is working and adjust as needed based on feedback.

Q. 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. When the company reaches its targets early and wants to reduce unnecessary phone calls, they should:

- Prioritize Important Leads: Only call leads with the highest chance of converting.
- Use Automated Emails: Send automated emails to engage with leads without calling them.
- Focus on Content Marketing: Create and share valuable content like articles and videos to keep leads interested.
- Optimize Campaigns: Continuously check which methods work best and focus on those, minimizing unnecessary calls.

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