

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 based on the final model which contributes most towards the probability of lead getting converted are:

- Lead Source Welingak Website: 5.39
- Lead Source Reference: 2.93
- Current occupation Working Professional: 2.67

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 3 categorical/dummy variables in the model that be focused most in order to increase the probability of lead conversion are:

- Lead Source\_Welingak Website: 5.39 -  
We should focus on more budget/spend on Welingak Website in terms of advertising, etc. to attract more leads.
- Lead Source\_Reference: 2.93 -  
We can provide discounts for providing references that convert to lead to encourage more references.
- Current\_occupation\_Working Professional: 2.67 -  
We should develop tailored messaging and engage working professionals through communication channels based on their engagement impact

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 : To enhance lead conversion during the intern-hiring period, X Education can implement the following strategy based on the given variables and their coefficients:

- Prioritize high-potential leads from sources with strong coefficients for conversion  
Welingak Website: 5.388662  
Reference: 2.925326  
Working Professional: 2.669665

- Thus, the sales team should prioritize calling leads from these sources during the intern-hiring period.

- Leverage effective communication channels: Prioritize calling leads who have received SMS messages (coefficient: 2.051879) or opened emails (coefficient: 0.942099) from X Education, as they are more likely to convert..

- Maximize website engagement: Total Time Spent on the Website is also a good indicator of the lead's interest in X Education's services, with a coefficient of 1.049789. Therefore, the sales team should also prioritize calling leads who have spent a significant amount of time on the website.

- Maintain a multi-channel approach: Finally, the sales team should also make sure to follow up with leads who have interacted with X Education through multiple channels. For example, leads who have used the Olark Chat feature on the website may not have spent as much time on the website, but may still be interested in X Education's services. Therefore, the sales team should make sure to follow up with leads who have used multiple channels to interact with X Education.

In summary, to make lead conversion more aggressive during the intern-hiring period, X Education should focus on leads from high-potential sources, leverage effective communication channels, maximize website engagement, and maintain a multi-channel approach.

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 :** To reduce unnecessary calls upon early sales target achievement:

- Focus on personalized lead nurturing.
- Automate SMS for high-conversion prospects.
- Collaborate with teams and gather feedback.
- Implement incentives and build relationships via various channels.
- Use customer feedback for lead quality improvement and conversion optimization.