

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

Answer-:

Top 3 variables contributing to lead conversion:

- Total Time Spent on Website: Higher time = higher conversion probability. Sales team should prioritize these leads.
- Lead Source Reference: Referral leads have higher conversion probability due to cashbacks and trust. Sales team should focus on these leads.
- Occupation Student: Negative contribution. Students are less likely to convert for courses designed for working professionals. Sales team should avoid focusing on these 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?

Answer -:

The top 3 categorical/dummy variables to focus on for increasing lead conversion:

- Lead Source Reference: Referrals have a high conversion potential.
- Lead Source Social Media: Social media leads show promise for conversion.
- Lead Source Olark Chat: Leads from Olark Chat have good conversion potential.

Lead Source greatly influences the likelihood of converting leads.

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-:

Aggressive lead conversion strategy during the internship period:

- Target leads with high Total Time Spent on Website: Focus on leads who have spent a significant amount of time on the X-Education site. They are more likely to convert, so prioritize contacting them for conversion.

- Target leads with high Page Views Per Visit: Identify leads who repeatedly visit the site. While some may be comparing courses, highlight the competitive advantages of X-Education to encourage them to choose their offerings.
- Target leads from References: Give special attention to leads that come through referrals. These leads have a higher probability of converting, so prioritize contacting them for conversion.
- Approach students cautiously: While students may have a lower probability of converting due to the course being industry-based, they can still be approached. Emphasize the value of industry readiness upon completion of their education to motivate them.

In summary, during the internship period, the sales team should aggressively target leads who have spent significant time on the website, repeatedly visit the site, and come through references. While approaching students, highlight the industry readiness aspect. This strategy aims to maximize the conversion of potential leads predicted as "1" by the model.

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 -:

Strategy to minimize useless phone calls during the target achievement phase :

- Avoid focusing on unemployed leads: These leads may not have the financial means to spend on a course, so prioritize other leads who are more likely to convert.
- Do not focus on students: Since students are already studying, they are unlikely to enroll in a course designed for working professionals. Avoid wasting phone calls on students and focus on leads with higher conversion potential.

In summary, during the target achievement phase, the company should minimize phone calls that are likely to be unproductive. By avoiding unemployed leads and students, the sales team can allocate their efforts more effectively towards leads with a higher probability of conversion.