

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

The top three variables in our model which contribute most towards the probability of a lead getting converted are –

- Total Time Spent on Website
- Lead Origin\_Lead Add Form
- Lead Source\_Olark Chat

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?

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 are –

- Lead Origin\_Lead Add Form
- Lead Source\_Olark Chat
- Lead Origin\_Welingak Website

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.

From the potential leads, the strategy should be to prioritize and call leads who are working professionals and who spent more time on the company's website.

We should also focus on leads who have more number of visits, which suggest that they either need some clarification to decide or maybe they are comparing the company's offerings with other options. In either case, the lead seems to be finalizing on a course and if we reach out to them, the chances of conversion will be good.

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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.

The company should focus on increasing reach to like of potential leads. They should look for sources to reach such audience which can be through mails, referrals, social media advertisements.

Also, they can come up with courses to cater to other customer segments like students, unemployed, housewife etc. who might have budget constraints compared to working professionals. But if we cater to this category, it may result in referral and also they can opt for more courses as repeat customers.