

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 contributing most toward the probability of lead conversion, as identified through Recursive Feature Elimination (RFE) and the logistic regression model p-value and VIF metrics, are:

- a) **Lead Origin_lead add form:** Leads originating from this source exhibit a significantly higher conversion rate, indicating a strong intent to enroll or seek further information.
- b) **What is your current occupation_working professional:** This category of leads belonging to working professionals tend to explore more due to the course structure and eventually go ahead.
- c) **Total Time Spent on Website:** Increased time spent on the website reflects greater interest and engagement, thereby enhancing the likelihood of conversion.

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 three categorical/dummy variables that should be focused on for improving lead conversion are:

- a) **Lead Origin_lead add form:** Leads originating from this source exhibit a significantly higher conversion rate, indicating a strong intent to enroll or seek further information.
- b) **What is your current occupation_working professional:** This category of leads belonging to working professionals tend to explore more due to the course structure and eventually go ahead.
- c) **What matters most to you in choosing a course_better career prospects:** Customers who are keen on advancing their careers by exploring various courses are more likely to choose the option of better career prospects, thereby are more likely 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.

During the intern hiring period, where X Education wishes to aggressively convert leads, the following strategy should be employed:

Total time spent on the website: Since the potential customers spend higher time exploring the website, segregate leads who spend more than a cutoff time and make phone calls to such leads and provide a one-on-one conversation for their requirements.

Segment leads based on engagement: Prioritize leads with higher engagement metrics like working professionals and people who choose the option of career prospects. These leads should be at the top of the call list, as they are more likely to convert with a direct phone call.

This approach ensures interns focus on leads with the highest likelihood of conversion, making the best use of available resources.

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.

When X Education reaches its target for the quarter and wants to minimize unnecessary phone calls, the strategy should be:

Limit calls to high-priority leads: Only focus on leads that have shown significant engagement in websites, made enquiry calls or submitted enquiry forms in the website.

Rely on digital channels: Utilize non-intrusive methods such as email follow-ups having quick links of the category they were surfing in the website. This may prove to be a good tactic to personalize the enquiry experience of customers.

Avoid contacting leads with low-converting activities, i.e., if they are were not reachable or have unsubscribed and have not provided certain information like reason to choose the course, contact details, occupation etc.

By targeting high-probability leads, the sales team can optimize resources and maintain effective engagement.