

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

According to the final model, the three variables that have the biggest impact on the likelihood of a lead being converted are:

- Lead Source\_Welingak Website: 5.39
- Lead Source\_Reference: 2.93
- Working Professional as Current Occupation: 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?**

To maximize the likelihood of a lead conversion, the model's top three categorical/dummy variables should receive the greatest attention. These are:

- Lead Source\_Welingak Website: 5.39 - In order to generate more leads, we should concentrate on allocating a larger budget and spending more on advertising, etc. on the Welingak Website.
- Lead Source\_Reference: 2.93 - In order to promote additional references, we can offer discounts for references that result in leads.
- Current Occupation: Working Professional: 2.67 - Based on the impact of their interaction, we should create customized message and communicate with working professionals through various channels.

**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.**

Based on the provided variables and their coefficients, X Education can use the following technique to increase lead conversion during the intern-hiring period:

- Concentrate on leads with a lot of potential: The leads from the following sources have a better chance of converting, according to the provided coefficients:
  1. Working Professional: 2.669665
  2. Reference: 2.925326
  3. Welingak Website: 5.388662As a result, throughout the internship hiring time, the sales team should give priority to phoning leads from these sources.
- Make use of efficient methods for communication: Prospects who have received SMS messages and have read emails are likewise more likely to become customers. The Last Activity\_Email Opened and Last Activity\_SMS Sent coefficients are 0.942099 and 2.051879, respectively. Therefore, the sales team

should prioritize calling leads who have been sent SMS messages or have opened emails from X Education.

- Increase traffic to your website: The lead's interest in X Education's services can also be determined by looking at the Total Time Spent on the Website, which has a coefficient of 1.049789. As a result, the sales team ought to give priority to contacting leads who have browsed the website extensively.
- Continue using many channels: Ultimately, it is imperative for the sales team to ensure that they follow up with leads who have engaged with X Education via various channels. Leads who have utilized the Olark Chat function on the website, for instance, might not have visited the page for very long, but they might still be considering X Education's offerings. Consequently, the sales team needs to make sure that leads who have interacted with them through a variety of channels are followed up with.

- 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 the business meets its sales objective for a quarter ahead of schedule, the sales staff might utilize the following strategies to reduce the number of pointless calls.

- Pay attention to lead nurturing initiatives like customized emails, SMS messages, and focused newsletters.
- Automated SMS campaigns are sent to clients with high conversion rates.
- Work in teams to fine-tune the model and collect feedback on what worked and what didn't with the sales team, management, and data scientists.
- Concentrate on establishing connections with prospective clients via chatbots, social media, and email correspondence.
- Get input from current clients to enhance the caliber of leads produced and maximize the conversion rate.
- Make the strategy for providing discounts or incentives to potential customers to encourage them.