

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

ANS Top Three Variables Contributing Most to Lead Conversion are

**Total Visits**

- A higher number of visits to the platform directly increases the chances of lead conversion.
- Leads with frequent visits should be prioritized as they are more likely to become customers.

**Total Time Spent on Website**

- Spending more time on the website correlates positively with lead conversion.
- The sales team should target leads who demonstrate significant website engagement.

**Lead Source**

- The origin or source of a lead is a critical factor in conversion.
- Efforts should focus on the most effective lead sources for better results.

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 used in the model which should be focused to increase the probability of lead conversion are

**Lead Origin: Lead Add Form**

- Leads generated through this form tend to show a high probability of conversion.

**Lead Source: Olark Chat**

- Leads originating from this source should receive special attention as they have proven potential for conversion.

**Last Activity: Had a Phone Conversation**

- Leads with prior phone engagement should be prioritized, as phone calls often lead to successful conversions.

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

- ☐ Build a structured model that incorporates key variables like website interaction, total visits, and lead source.
- ☐ Equip interns with a ready-to-use strategy and actionable insights.

- ☐ Conduct proactive outreach by sending follow-up messages and making personalized calls.
- ☐ Establish trust by understanding the leads' challenges and showcasing how the platform can help build their careers.
- ☐ Maintain consistent communication to encourage commitment and conversion.

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

- Ans Avoid targeting unemployed leads, as they might lack the financial resources to enroll.
- Exclude students who are still in their academic programs, as they are unlikely to enroll in a professional course at this stage.
- Focus only on the most relevant and high-potential leads to optimize time and resources effectively.