

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

Answer:

a. Time Spent on Website:

Positive Reframe: Maximizing Engagement on the Website

The amount of time visitors spend on a website can greatly influence their likelihood of becoming a customer, making it an essential metric for the sales team to consider. By prioritizing leads who show higher engagement and spend more time on the website, the sales team can increase their chances of converting these leads into paying customers.

b. Lead Source: Referrals - A Valuable Asset for Conversion Success

When a lead originates from a reference or a referral, the chances of conversion significantly increase. Referrals not only offer cashbacks but also come with the added advantage of trust and assurance from current users and friends. Therefore, the sales team should prioritize and concentrate their efforts on nurturing and converting these leads.

c. Current occupation of Student:

If the lead is already identified as a student, it may indicate that they are not currently in a position to engage in a course designed for working professionals. Since their occupation as a student suggests that they are not actively seeking professional development or career advancement, it might not be fruitful for the sales team to prioritize such leads. Instead, it would be more effective for the sales team to focus on leads who are more likely to benefit from and engage with their offerings.

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:

- a. Lead Source_Reference
- b. Lead Source_Social Media
- c. Lead Source_Olark Chat

It would seem that the Lead Source plays an important role in scouting for leads that have a higher chance of converting

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:

- a. Focus on targeting leads who spend a significant amount of time on the X-Education site (Total Time Spent on Website).
 - b. Target leads who repeatedly visit the site (Page Views Per Visit), but consider that they may be comparing courses from other sites. Interns should be more aggressive in emphasizing competitive advantages of X-Education.
 - c. Prioritize targeting leads who have come through references, as they have a higher likelihood of converting.
 - d. Consider approaching students, although their conversion probability may be lower due to the industry-based nature of the course. However, this can serve as motivation for them to become industry-ready upon completing their education.
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.
- a. Instead of focusing on unemployed leads, let's prioritize targeting individuals who have a stable income and a budget available to invest in the course.
 - b. Instead of targeting students, let's direct our attention towards working professionals who are more likely to be interested in enrolling in a course tailored specifically to their needs and career advancement goals.