

Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Answer: The top three variables which contribute the most towards the probability of a lead getting converted are-

1. Total time spent on Website.
2. Total visits.
3. Lead source with elements Google.

Q2. 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: The top three categorical variables that may increase probability of lead getting converted are-

1. Lead Source with elements google
2. Lead Source with elements direct traffic
3. Lead Source with elements organic search

Q3. 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: First, sort out the best prospects from the leads that have generated like 'Total Visits' , 'Total Time Spent on Website' , 'Page Views Per Visit' which contribute most towards the probability of a lead getting converted. Then do the following.

1. Inform them about new courses, services, job offers and future higher studies.
2. Hold question-answer sessions with leads to extract the right information you need about them
3. Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.

Q4 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.

Answer : New age methods like automated emails and SMS, chat bots may be handy in reaching out the potential leads. This way calling won't be required unless it is an emergency.