

## Answers

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

Ans. Considering all the variables (even including dummy variables) these are the top 3 variables: -

- Lead Origin\_Lead Add Form (Coef: 3.7498, p-value: 0.000),
- Last Notable Activity\_Had a Phone Conversation (Coef: 3.5562, p-value:0.001), and
- What is your current occupation\_Working Professional (Coef: 2.8292, p-value:0.000).

However, if the expectation is to select top 3 variables which are not dummy variables, then these are those 3: -

- Do Not Email (Coef: -1.419, p-value: 0.000),
- Page views per visit (Coef: -0.1014, p-value: 0.000), and
- TotalVisits (Coef: -0.0875, p-value: 0.000)

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. Top three dummy variables in the model are: -

- Lead Origin\_Lead Add Form (Coef: 3.7498, p-value: 0.000),
- Last Notable Activity\_Had a Phone Conversation (Coef: 3.5562, p-value:0.001), and
- What is your current occupation\_Working Professional (Coef: 2.8292, p-value:0.000).

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. During these 2 months the strategy would be to engage working professionals through Calls and Emails who are marked as Hot Leads i.e. score greater than 30 (as Working professionals, phone conversation and Emails are the significant variables with high Coefficients).

However, if the workforce is able to exhaust all the Hot Leads and still have time left out of those 2 months then they should target Cold leads because the model has a miss rate of 17% (False Negative Rate) which means that even about 17% of those customers can still be converted.

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. During this period, the sales team can shift focus to market research, which will help improve future sales strategies and business growth. Here are some key activities they can undertake:

- Competitor Analysis: Study the pricing and offers of competitors and compare with our own, look for gaps in competitors' strategies and find areas where we can improve or have an edge, analyze their marketing tactics to gain insights.
- Customer & Lead Behavior Analysis: Analyze past leads that didn't convert and identify any common reasons and/or trends, Segment customers by behavior to understand which kind of customers engage more than the others, Survey the past customers to get direct feedback
- Industry Trend Research: Look at emerging topics in education and professional development and analyze which skillsets are more in demand in different sectors of industry as this will help analyze job market trends
- Optimize the performance of Lead Add Form: Lead Add form is one of the most significant variables of our model and we should optimize it to make it more intuitive, have better customer experience and for it to be able to handle heavy traffic.