

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

The three most influential variables in our model for predicting lead conversion probability are:

- 'Lead Origin\_Lead Add Form'
- 'Total Time Spent on Website'
- 'What is your current occupation\_Unemployed'.

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?

The top three categorical/dummy columns in the model that should be given priority for increasing the probability of lead conversion are:

- 'Lead Origin\_Lead Add Form'
- 'What is your current occupation\_Unemployed'
- 'What is your current occupation\_Student'

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.

Phone calls can be made to leads when:

- They spend a lot of time on the website. They might be spending time comparing different courses and their respective costs. Efforts can also be made to make the website more engaging and interactive. (*Total Time Spent on Website*)
- They return to explore the website on a regular basis. (*Page Views Per Visit*)
- Their most recent activity was through an SMS (*Last Notable Activity*) as they have a higher probability of converting.
- Working Professionals should be approached as they have the willingness to upskill themselves to secure a better position in their career and can also afford the course. (*What is your current occupation*).

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.

- In this situation, they should focus on leads whose last notable activity was SMS. They may contact them through an SMS or an automated email if they want to avoid phone calls.
- The Unemployed Sector can be avoided as they might not possess the required spending capacity.
- Students can also be avoided as they would be engrossed in their regular coursework and would not be interested in enrolling in a course for industry professionals.

The above strategies can be prioritized for customers who have a higher probability of purchasing the course.