

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

Response

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

- Total Time Spent on Website
- Lead Source_Welingak Website
- Tags_Will revert after reading the email

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?

Response

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 are:

- Tags_Closed by Horizon
- Tags_Lost to EINS
- Tags_Will revert after reading the email

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.

Response

To make the lead conversion more aggressive during the phase when X Education hires some interns, the sales team should follow the below strategy:

- They should identify the potential leads, i.e., the customers who have been predicted as 1 by the model.
- They should sort these potential leads based on the probability of conversion, i.e., the customers with higher conversion probability should be contacted first.
- They should make phone calls to as much of such people as possible during this phase.

- They should also try to personalize their communication with the potential leads by addressing them by their names and highlighting the benefits of enrolling in X Education's courses.

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.**

Response

To minimize the rate of useless phone calls during the quarter when the company reaches its target before the deadline, the sales team should follow the below strategy:

- They should identify the leads with lower conversion probability, i.e., the customers who have been predicted as 0 by the model or have a lower probability of conversion.
- They should focus on the leads with higher conversion probability, i.e., the customers who have been predicted as 1 by the model or have a higher probability of conversion.
- They should try to engage with the potential leads through other channels like email, SMS, or social media instead of making phone calls.
- They should also try to focus on cross-selling and upselling their courses to the existing customers by highlighting the benefits of advanced courses and personalized learning paths.