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

Ans : - Total Time Spent on Website:

- Positive contribution

- Higher the time spent on the website, higher the probability of the lead

converting into a customer

- Sales team should focus on such leads

- Lead Source\_Reference:

- Positive contribution

- If the source of the lead is a Reference, then there is a higher probability that

the lead would convert, as the referrals not only provide for cashbacks but also

assurances from current users and friens who will mostly be trusted

- Sales team should focus on such leads

- What is your current occupation\_Student:

- Negative contribution

- If the lead is already a student, chances are they will not take up another course

which is designed for working professionals.

- Sales team should not focus on such leads

Total Time Spent on Website:

▪ Positive contribution

▪ The longer a visitor stays on a website, the more likely it is that they will become a customer.

▪ Sales team should focus on such leads.

Total Time Spent on Website:

▪ Positive contribution

▪ The longer a visitor stays on a website, the more likely it is that they will become a customer.

▪ Sales team should focus on such leads.

1. 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 : - Lead Source\_Reference

- Lead Source\_Social Media

- Lead Source\_Olark Chat

- It appears that the Lead Source is crucial in scouting for leads with a greater

possibility of converting.

1. 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 : - Target leads that spend a lot of time on X-Education site (Total Time Spent on

Website)

- Target leads that repeatedly visit the site (Page Views Per Visit). However they might

be repeatedly visiting to compare courses from the other sites, as the number of visits

might be for that reason. So the interns should be a bit more agressive and should

ensure competitive points where X-Education is better, are stringly highlighted.

- Target leads that have come through References as they have a higher probability of

converting

- Students can be approached, but they will have a lower probability of converting due

to the course being industry based. However, this can also be a motivating factor to

ensure industry readiness by the time they complete their education

1. 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 :

- Do not focus on unemployed leads. They might not have a budget to spend on the

course.

* Do not concentrate on students because they are currently studying and would be unwilling to enroll in a course intended specifically for working professionals so early in their tenure.