

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

Answer : Top 3 variables which impacts the lead score are

1. Total Visits

- Positive contribution
- Higher the probability of the lead converting into a customer

2. 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

3. Lead Source

- It is the important feature which should be focus

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?

Answer: 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

1. Lead Origin_Lead Add Form

2. Lead Source_Olark Chat

3. Last Activity_Had a Phone Conversation

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.

Answer: Following points should be focussed on by the Interns:

- Consider the positive contribution variables and concentrate more on it.
- Providing interns a ready model
- As the probabilities depends on total visit, time spent on website, Start sending SMS and making calls regularly to customers who fall in this section.

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.

Answer: During this phase following strategies would help

- Compare the Specialization and the course they are browsing. If its relevant they can be contacted.
- Do not focus on unemployed leads. They might be budget constraint.
- Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals.