

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

Ans - The top 3 features which contribute most towards the probability of a lead getting converted are -

- Total Time Spent on Website
- Lead Origin
- Lead Profile

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 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are -

- Last Notable Activity
- What is your current occupation
- Lead Profile

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 - To make the lead conversion more aggressive during the hiring phase they can employ the following strategy:

- Prioritize potential leads: The sales team should prioritize potential leads based on the probability predicted by the model. They should focus on leads with a higher probability of converting.
- Phone calls: The sales team should make phone calls to potential leads and pitch the benefits of the program. Phone calls are a great way to connect with potential leads and have a conversation about their needs and interests.
- Offer incentives: They can offer incentives such as discounts, scholarships, or special offers to potential leads. This can encourage them to enroll in the program and improve the conversion rate.
- Follow up: The sales team should follow up with potential leads who have shown interest but have not yet enrolled in the program. This can be done through email or phone calls. Following up shows that the sales team is interested in the potential lead and can help to convert them into a paying customer.

- Monitor and analyze data: They should monitor and analyze data to identify the most effective strategies and make adjustments as necessary. This can be done by tracking the number of phone calls made, leads generated, and conversion rates.
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 - When the company reaches its sales target for a quarter before the deadline and wants to minimize the rate of useless phone calls, the sales team can employ the following strategies:

- Analyze customer data: The sales team should analyze customer data to understand the needs and preferences of their customers. This can help them to identify new products or services that might be of interest to the customers.
- Research new markets: The sales team can research new markets that the company has not yet explored. This can help them to identify new opportunities for growth and expansion.
- Develop new marketing strategies: The sales team can work on developing new marketing strategies such as social media campaigns, email marketing, or targeted advertising. This can help them to reach new customers and increase sales.
- Focus on relationship building: Instead of making phone calls for sales, the sales team can focus on building relationships with customers. This can be done through personalized emails or follow-up calls to ensure that customers are satisfied with their experience.