

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

The below are the top three variables that contribute most towards the probability of getting a lead converted:

1. Total Time Spent on Website
2. Total Visits
3. Lead Source with elements Google

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?

According to the study, the top 3 Categorical/Dummy variables to increase probability of lead conversion are:

1. Lead Source with elements google
2. Lead Source with elements direct traffic
3. Lead Source with elements organic search

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.

It is necessary to identify patterns among the leads in order to target phone calls based on the following detected criteria:

- A lot of time is spent on the website; this can be improved by making it more visually appealing and by offering users an interesting experience that makes them want to come back.
- It appears that they frequently return to the website in an effort to improve their decision-making.
- Their most recent activity involved sending an SMS or having a chat session, which laid out a precise agenda for the upcoming debate about choosing the best decision.
- Because they are professionals in the workforce, they can finance the training and further their careers.

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.

It becomes imperative in these situations to give alternative approaches—like automated emails and SMS—priority. Phone calls should only be made in case of emergency. The previously indicated approach is still relevant, but it works best when used with clients who have a noticeably high chance of enrolling in a course.