

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

The three top variables are as follows:

- TotalVisits
- Total Time Spent on Website
- Lead Origin\_lead add form

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?

The top 3 categorical variables in our Model that we need to focus on are:

- Lead Origin\_lead add form
- What is your current occupation\_working professional
- Lead Source\_welingak website

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.

During the 2-month period when X education has additional resources in form of interns, they can employ an aggressive lead conversion strategy. They could do the following:

- **Prioritize High Priority Leads:** As we can see in the notebook that we have 331 leads out of all the leads that have a higher chance of conversion. In our notebook they are referred to as 'Hot Leads'. We have used our model to predict that these leads have the most potential of getting converted. The interns can start at the top of the list and work their way down.
- **Personalized Outreach:** Customizing the user experience for everyone that is tailor made by evaluating their past interactions with X Education can also result in positive outcome.
- **Follow-up Strategy:** X Education's interns can do a follow up with the clients or leads that they have already interacted with. For example, they can send a message, or make another phone call, email, etc.
- **Monitoring and Adjusting:** After interacting with the lead, the interns can always adjust in their approach with each individual clients such as making an offer that would particularly suit those individual needs.
- **Training:** Giving proper training to an intern is one of the most important part of the strategy, if the intern is not well trained, they might not be able to handle intricate questions of the leads. Additionally, it might help the inter to develop a skill that can be used to leverage more conversions.

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.

When the organization has already achieved its quarterly objectives and seeks to reduce superfluous telecommunication, a more conservative lead conversion strategy can be adopted. Here are some strategies that could be considered:

- **Concentrate on High-Value Prospects:** Utilize the predictive model to pinpoint prospects with the highest potential value (As already demonstrated in the notebook). These could be prospects who are likely to procure more costly products or services, or prospects who are likely to become recurrent customers.
- **Employ Alternative Communication Channels:** In lieu of telephonic communication, employ other modes of communication such as electronic mails, text messages, or social media. These modes can be less intrusive and can permit the prospect to respond at their leisure.
- **Cultivate Prospects:** Utilize this period to cultivate prospects by providing them with valuable information and establishing a rapport with them. This could involve disseminating newsletters, extending invitations to webinars, or sharing pertinent content with them.

- Research and Development: The sales team can utilize this period to conduct market research, devise new sales strategies, or enhance their comprehension of the organization's products or services.
- Training and Skill Enhancement: This could also be an opportune time for the sales team to augment their skills through training and development activities.

The objective during this period is not merely to minimize superfluous telecommunication, but to effectively utilize the organization's resources and prepare for future sales opportunities.