

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

Answer:-

The three variables which contribute most towards the probability of a getting converted in decreasing order of impact are:

- a. Lead Source_Welingak Websitef
- b. Lead Source_Reference
- c. Current_occupation_Working Professional

- 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:-

From the graph above, 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 are:

- a. Lead Source_Welingak Websitef
focus on more budget/spend on Welingak Website in terms of advertising
- b. Lead Source_Reference
provide discounts for providing references
- c. Current_occupation_Working Professional
develop tailored messaging and engage working professional

Answer for Question 1 and 2 are same because the top three variables in the model are all categorical/dummy variables.

- 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:-

To make lead conversion more aggressive during the intern-hiring period, X Education can employ the following strategy based on the given variables and their Coefficients

- Focus on leads with high potential (as shown in answer number 1)
- Leverage effective communication channels
- Maximize website engagement
- Maintain a multi-channel approach

In short, to make lead conversion more aggressive during the intern-hiring period, X Education should focus on leads from high-potential sources, leverage effective communication channels, maximize website engagement, and maintain a multi-channel approach.

- 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:-

To minimize the rate of useless phone calls when the company reaches its sales target for a quarter before the deadline, the sales team can employ the following strategy:

- Sending automated SMS to customers
- Collaborate with the sales team, management, and data scientists to teams to fine-tune the model and gather feedback
- improve the quality of the leads generated and optimize the conversion rate
- Strategy making for providing discounts or incentives to potential customers