1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   Ans:
   The top three features in our model are:
   a. Lead_Origin → Lead Add Form, and Lead Import
   b. Total Time Spent on Website
   c. Total Visits

   <u>Interpretation:</u>
   From the analysis of the model, we believe that the chances of a prospect getting converted rely on how the customer was identified to be a potential lead. If the customer has filled the lead form or has been imported and if the total time spent by the prospect on the website and their total visits to the site is on the higher end then the prospect is likely to be converted into lead.

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:
   a. Lead Origin → Lead Add Form
   b. Last Activity → Email Bounced
   c. Last Notable Activity → Modified

   <u>Interpretation:</u>
   The probability of lead conversion is higher if the lead add form is filled by the prospect. It signifies that the prospect is interested in knowing more about the courses offered by the firm.
   Secondly, if the email sent has bounced for any prospect, then it is a negative sign. This can cause in loss of prospects who were potential leads for the firm.
   And if the last notable activity performed by the prospect is “modified” it may suggest that the probability of the prospect converting to a lead might be hampered. Hence, if any such activity is performed by the prospect the firm needs to investigate, analyse, and find the root-cause of the same.

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 convert a potential prospect to a lead following steps can be followed:

   <u>Before contacting prospects</u> following metrics should be observed

   a. Total time spent on website and total visits to website – If a prospect is spending a good amount of time on the website and the total visits is also increasing then it is a positive sign of prospect interested in the courses offered.
   b. Page Views Per Visit: if the count of page views per visit is lower even though the above two metrics is positive then the prospect immediately needs to be contacted to understand the probable cause. The underlying reason could be:
      i. Prospect finding it harder to understand/glance through the site
      ii. Prospect not able to find the course suitable to him/her

      Hence, the need at this stage is to identify the probable cause of lower page views per visit.

   <u>During contacting the prospect</u> following things needs to be observed:

   c. Provide the prospect with the lead form to understand the needs and wants.
   d. If the prospect/lead refuses to receive emails then it is a possible chance of losing the lead. Hence, if such a case occurs then it is important to know the underlying reasons and assist the prospect in some other way.
   e. Import the lead
   f. Email id check: check if the email provided by the prospect/lead is correct. It has been observed that if the emails are not reached to the prospects/leads on a timely basis there is possible chance of losing the lead.

   <u>Things to avoid:</u>

   a. Do not force the prospect/lead into filling any form or submit anything on the website. Understand the needs and assist based on only those needs. It has been observed that even though the prospect clicked the link/opened the email/ filled any form majority of them didn’t convert
   b. During the chat with the prospect/lead over Olark chat platform stay humble as many of the leads are not converted if they chat with the sales team over Olark chat platform.

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:

   The firm can follow the below strategy

   Do not make phone calls if:

   a. The total visits made by the customer is increasing
   b. The total time spent by the customer is increasing
   c. The prospect/lead has filled out the lead form
   d. The prospect/lead has been imported

   These are all positive signs and the sales team can carry out the new work

   Make emergency phone calls if:

   - The prospect/lead is not interested in receiving emails
   - The email bounced when contacting the prospect/lead

   If any of these activities are observed it is necessary to contact the prospect/lead and fix the issue.

   Apart from these above activities the sales team can carry out their new work and can come back later to know the true status of the prospect.