

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

The top 3 variables in our model are –

- Current Occupation
- Time Spend in Website
- Last Notable Activity

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 dummy variables to be focused are –

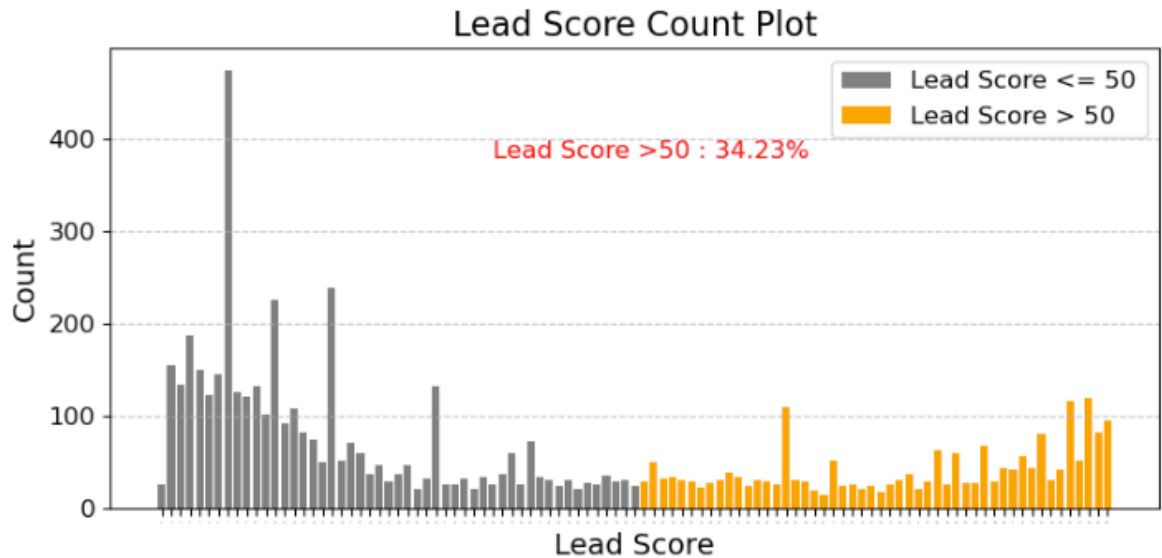
- Current Occupation_Working Professional
- Lead Origin_Lead Add Form
- Last Notable Activity_SMS Sent

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.

The education company can employ below strategies for aggressive lead conversion –

- Prioritize customers who are working professionals, unemployed and Students.
- Pop up the chatbot to capture the contact details of customer whoever lands on landing page and engage with them immediately.
- Customers who origin from Lead add form should be contacted immediately and engage with them.
- Roll out referral bonus for the existing customer and for new customer who gets in through referral.
- Encourage existing customers to post their learning milestone on social media such as LinkedIn and tag education company name.
- We have calculated the Lead Score (using the Logistic Regression model Probability) for the sample data given.

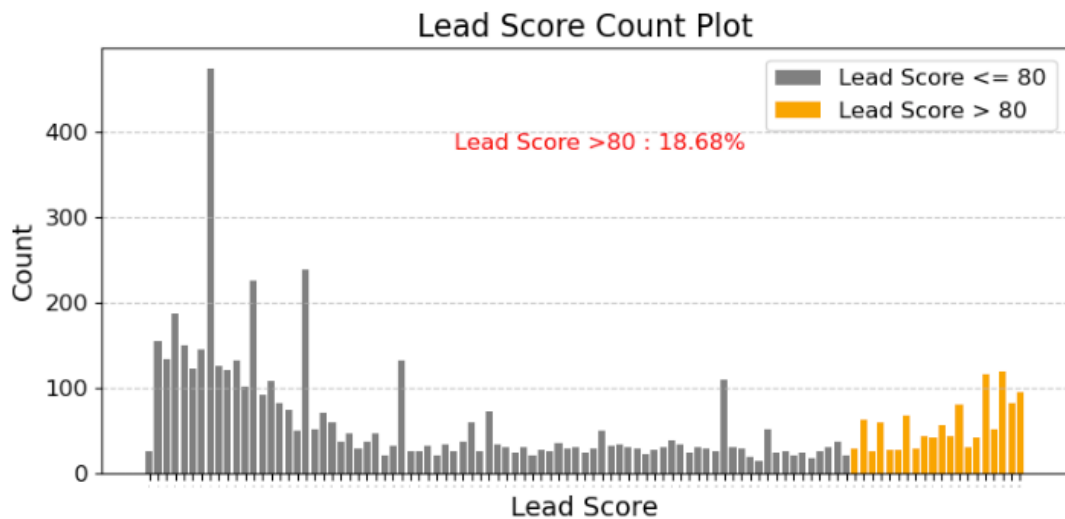
Below is the Lead Score wise count. Since we are aggressively campaigning, we need to contact the customer whose Lead Score is above 50. So we could contact **34%** of the population who are potential leads.



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.

At this stage, the company could use the below strategy –

- Prioritize qualified leads who are working professionals and spent more time on website. These qualified leads are the ones who are having Lead Score greater than 80.



- Automate communication for low priority leads having Lead score below 80. Set up automatic email communication by providing the information about the various courses and its curriculum.

- Allow sales team to focus on creating or refining the marketing materials such as course guides, blog posts or FAQs, posting positive customer feedback or success stories on Website and social media.
- Upsell and cross-sell the courses to existing customers via emails or in-app notification.
- Sales team can undergo skill development training on improving communication skills, negotiation techniques or product knowledge enhancements.