

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - a. The top 3 variables in our model which contribute highly to the lead generation are
 - i. Positive coefficients being highest for Total time spent on Website (3.4), followed by Last Notable Activity of a Phone Conversation (2.9) and finally Lead Source being Welingak Website. So, we can infer that these people are likely to convert. The more time people spend on the Website, the more likely they are to convert. If the lead Source is Welingak Website, we can evaluate advertising there more.
 - ii. Negative coefficients being detrimental to the overall process and these are the key watchouts Page views per visit, Last Activity being Olark chat conversation / Converted to lead. Page views per visit, should be explored a little more to understand, why it is negatively correlated when Total time spent on Website is a positive coefficient.

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?

- a. The three categorical Dummy Variables with high positive coefficients are -
 - i. Had a Phone Conversation in Last Notable Activity
 - ii. Welingak Website in Lead Source
 - iii. Lead Add Form in Lead Origin

In our view the Welingak Website and Lead Add Form is where a lot of action can be taken in terms of advertisement/ promotions/ lead generations. The first one phone conversation, could mean preferred mode of communication should be phone and to gauge the leads based on how open they are to tele conversations. If not, then it could be an indicator of a lead that has a low likelihood of conversion.

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.
 - a. X Education should do the following for lead conversions (as an aggressive strategy). The first stage being listing out on identifiers to tag the leads that are likely to convert vs the others
 - i. The first is to divide the sales team into two groups . 3 interns allocated to the ones who are not likely to convert (Leads tagged as 0 by the model). Since our model has 30% base here which could likely convert, it is important not to miss out on them. The interns here have to be trained to interpret the conversations with the leads to understand if they are likely to convert. Interns have to be quick in their assessments as the volume of calls to made are high, but short.
 - ii. The leads that this team identifies are likely conversions, should be passed on the second team which is the remaining 7 interns. These

interns have to be trained on the X Education program details, Key features to sell to the Leads and also have a very good hold on the program costs/ discounts etc. This team should be trained well on impressively communicating and establishing a connect with the leads. They have to be patient with the leads and answering all their questions and queries.

- iii. The second team should also have a stringent follow up mechanism with their Leads and should be given higher targets. They can have lesser volume of calls compared to the other group of interns.

- 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.

The strategy should be primarily Training of interns and Lead generation for the next year/quarter

- a. Sales team should focus on generating more leads from already converted students.
- b. They should also focus a considerable amount of time in planning out how to advertise better on various websites.
- c. There should be more training from calls made (recorded) by these interns in order to be better equipped to handle various queries, develop soft skills to interact better with Leads.