

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

**(a) Total Time Spent on Website:**

- It has the most positive contribution according to the coefficient value, hence the sales team must focus on such leads.
- Higher the time spent on the website, higher are the chances of the lead converting into a customer.

**(b) Lead Origin\_Lead Add Form:**

- It has the second most positive contribution according to the coefficient value.
- It is an important feature on which the sales team should be focusing on.

**(c) What is your current occupation\_Working Professional**

- It has a positive contribution.
- Working professionals are mostly looking to upskill themselves and so they have a high chance of getting converted into customers.

**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) Lead Origin\_Lead Add Form

(b) What is your current occupationnn\_Working Professional

(c) 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.**

(a) Interns should focus on the prospects.

- a. Who spend more time on websites, which shows their interests on X education/courses.
- b. whose Lead origin is Ad form
- c. And the working professionals, as they are more likely to convert as they need to keep up with the latest skills and able to fund their education.

(b) The phone calls conversation should be in such a way that prospects/leads are given confidence on platform 'X Education' or its courses, stressing more on benefits and flexibility of the courses.

(c) Interns can also be provided with evaluated and accurate model to get more leads from the fresh data.

- 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 company should

- (a) Focus more on the prospects/potential leads via automated emails and sms rather than phone calls to secure more customers.
- (b) Invest more time on existing customers to provide various tailored offers to enhance the business with them.