

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

Top three Variables are

What is your current occupation

(positive contribution)

- Working Professionals inquiring for the course have high chances of joining it.
- Most of the leads inquiring about the course are Unemployed.

Lead Source

(positive contribution)

- The maximum number of leads are identified by Google and Direct traffic.
- Conversion Rate of reference leads and leads through welingak website is high.
- API and Landing Page Submission generate a higher number of leads and many leads do get converted as well.
- Lead Add Form has a very good conversion rate, but the number of leads generated is not very high.

Total Time Spent on Website

(Positive contribution)

- Leads who spend more time on the website are more likely to get converted

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?

- Lead Origin
- Lead Source
- Last Activity

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.

- Focus on engaging potential leads who demonstrate extended engagement with the X-Education website, as indicated by their high "Total Time Spent on Website."
- Concentrate efforts on leads who frequently visit the site (as reflected in their "Page Views Per Visit"). However, it's important to consider that their repeated visits might be driven by the desire to compare courses with other institutions. Therefore, interns should adopt a more assertive approach and emphasize X-Education's competitive advantages to capture their interest.
- Prioritize leads who have been referred through references, as they exhibit a higher likelihood of conversion.
- While students are a viable audience, it's essential to acknowledge that they may have a lower conversion probability due to the industry-based nature of the courses. Nevertheless, this can also serve as a motivating factor, pushing them towards achieving industry readiness upon completion of their education.

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.**

Avoid directing your attention toward individuals who are currently unemployed, as they may lack the financial resources to invest in the course.

Similarly, refrain from targeting students, as they are already engaged in their studies and may not be inclined to enroll in a course tailored for working professionals at this stage. Instead, concentrate more on utilizing SMS and automated email communication to engage customers with a high likelihood of purchasing the course early in their journey, thereby minimizing the necessity for phone calls.