

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

1. Lead Sources – The sources like ‘Welingak Websites’ and ‘References’ have high probability of leads getting converted.
2. Current Occupation – Working Professionals shows high lead conversion rate.
3. Total Time Spent on Website – Higher the time spent on the website, higher the probability of lead conversion.

**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?**

1. Lead Source\_Welingak Website - More budget must be allocated to advertise on Welingak Website to improve lead conversion.
2. Lead Source\_Reference - Discounts/earnings could be provided for References that convert to lead.
3. What is your current occupation\_Working Professional - Contact more working professionals as they would be more interested in upskilling

**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.**

**Answer:** To make lead conversion more aggressive during the intern-hiring period, X Education can deploy the following strategies

- Focus on leads with high potential: Based on the given coefficients, leads from the following sources have a higher likelihood of conversion:
  - o Welingak Website: 5.858769
  - o Reference: 3.340121
  - o Working Professional: 2.606375

Thus, the sales team should prioritize calling leads from these sources during the intern-hiring period.

- Make use of the Last Activity feature - Sales team should prioritize calling leads who have been sent SMS messages or were unreachable before or even leads who have Unsubscribed to get to know the reason behind the action.
  - Total Time Spent on the Website is also a good indicator of the lead's interest in X Education's services, with a coefficient of 1.097643. Therefore, the sales team should also prioritize calling leads who have spent a significant amount of time on the website.
  - Finally, the sales team should also make sure to follow up with leads who have interacted with X Education through multiple channels. For example, leads who have used the Olark Chat feature on the website may not have spent as much time on the website, but may still be interested in X Education's services. Therefore, the sales team should make sure to follow up with leads who have used multiple channels to interact with X 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.**

**Answer:** To minimize the rate of useless phone calls when the company reaches its sales target for a quarter before the deadline, the sales team can employ the following strategy

- Focus on activities that bring new leads to the online platform like personalized emails, SMS's, and targeted newsletters.
- Collaborate with the sales team, management, and data scientists to fine-tune the model and gather feedback on what worked and what didn't.
- Have discussions to provide discounts or incentives to potential customers to encourage them to take action.
- Discuss on referral bonus and send email/SMS to the converted leads on the referral bonus.
- Gather feedback from existing customers to improve the quality of the leads generated and optimize the conversion rate.
- Focus on building relationships with potential customers through other communication channels like social media, or chatbots.