

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

- Total Time Spent on Website:
  - Positive contribution
  - Higher the time spent on the website, higher the probability of the lead converting into a customer
  - Sales team should focus on such leads
- Lead Source\_Reference:
  - Positive contribution
  - If the source of the lead is a Reference, then there is a higher probability that the lead would convert, as the referrals not only provide for cashbacks but also assurances from current users and friends who will mostly be trusted - Sales team should focus on such leads
- What is your current occupation\_Student:
  - Negative contribution
  - If the lead is already a student, chances are they will not take up another course which is designed for working professionals.
  - Sales team should not focus on such leads

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 Source\_Reference
- Lead Source\_Social Media
- Lead Source\_Olark Chat

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 targeting leads who spend a significant amount of time on the X-Education website (Total Time Spent on Website). These leads demonstrate a higher level of engagement and are more likely to convert into customers.

Pay special attention to leads who repeatedly visit the site (Page Views Per Visit). While some of these visits may be for comparing courses from other sites, it's important for the X-Education team to proactively highlight competitive advantages and emphasize why X-Education stands out.

Prioritize leads that have come through references, as they have a higher probability of converting. These leads have been recommended by others, indicating a level of trust and potential interest in X-Education's offerings.

Approach students with the understanding that they may have a lower probability of converting due to the industry-based nature of the course. However, this presents an opportunity to emphasize the importance of industry readiness and how X-Education can help them achieve their career goals.

By considering these factors, X-Education can effectively target and engage potential customers, focusing on those who are more likely to convert while addressing their specific needs and motivations.

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.

- Do not focus on unemployed leads. They might not have a budget to spend on the course.
- Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure.