

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

- If the user spends more time on the website, there are more chance for it to convert into a sale hence the sales team should focus there
- References are a great way to generate lead. As the data already shows, most of the leads coming through reference are already getting converted into a sale
- People who are already employed have a much higher chance to take up the course for upskilling purpose and that's what our data also shows

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?

Ans. References, Social Media and Olark Chat are the variables where we should focus more as the lead generated from these sources have highest probability to convert into a real sales

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.

Ans. We must target leads who have spent more time on the website. Aggressive calling without a delay and giving them clarity related to doubts should be done. People who have come through reference as the conversion is higher should be focused more. An extra effort in convincing the unemployed lot backed with data how our courses can help them land up to a job can increase the sales there. Students can be approached to create a pipeline for future which will surely deliver fruitful results in a longer run if we stay in touch with them till the complete their studies

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.

Ans. Focus more on training your team and equip them with better tools in this time so that they perform better and efficiently in future. Train your teams on Win-Win Situations (Better Negotiation skills). Take help of AI, send automated emails and text messages to interested candidates if it's not super urgent.