

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

Answer:

The top three variables in the final logistic regression model which contribute most towards the probability of a lead getting converted are:

- **Tags**
- **Lead Source**
- **Last Notable Activity**

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?

Answer:

The top 3 categorical/dummy variables in the final logistic regression model which should be focused to increase the probability of lead conversion are:

- **Tags_Lost to EINS**
- **Tags_Will revert after reading the email**
- **Lead Source_Welingak Website**

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:

During these two months the following strategy needs to be employed. The lead score cut-off is set higher than usual to find only the most promising leads. It can be set at a high value so that they can point only to the customers which are the most promising leads. As the number of interns are less, they can put all their effort and dedication and most importantly time to convert these leads to Sales, as these are the customers that are most likely to convert provided they are given a bit of attention and explained clearly as to what are the benefits of the course. The interns can be graded based on their sales of the first round. After the first round of leads are completed, they can now set a lower cut-off for lead score and the ones which have a higher grade can be given the more promising leads and the ones that are underperforming can be given the lesser promising leads. X Education can thus employ this strategy for 2 months to increase their sales using this approach and at the end the intern with the highest grade can be

awarded with some extra incentive to perform to the fullest of their potential.

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:

In such a scenario where the company reaches its target for a quarter before the deadline the following strategy can be employed. The cut-off for the lead score can be kept a very high value such as 95+ or 98+. This way only a certain number of Customers are picked and only to those customers calls are made as they are the only Customers that are very close to making a purchase of a course. The remaining team can analyze the data for the quarter to find the factor which resulted in the achievement of the target before the deadline. These new factors can be used to create a newer more efficient model, which will lead to increasing the conversion rate of Leads to Sales.