

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

Answer:

Top 3 Variables	Beta Values
Lead_Origin_Landing Page Submission	-3.46
Lead_Origin_API	-3.44
CO_Working Professional	2.85

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:

Top 3 Variables
Lead_Origin_Landing Page Submission
Lead_Origin_API
CO_Working Professional

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 :

The sales team should prioritize their calls based on the Score. Arrange the list in descending order of the score, aiming to contact prospects with the highest scores first. Subsequently, proceed down the list in descending order of the score. Focus on reaching out to customers with a score above 25, which serves as the cutoff for positive predictions.

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 :

During periods when the company achieves its quarterly target ahead of schedule, the company can focus shifts to new initiatives, there sales team can implement a strategy where they prioritize strategic planning, market research, and relationship-building activities. They can work on refining their sales approach, identifying potential areas for improvement, and exploring innovative strategies to enhance customer engagement. This period could also be utilized for additional training or workshops to further develop the team's skills and knowledge.