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

  1 Lead Source: “Google” and “Direct Traffic” brought most of the potential clients.
  2 Time spent on website: People who spent relatively more time on the website can be converted into leads.
  3 Lead Origin: Leads coming from “Landing Page Submission” has high conversion rate.

- 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 Origin_Lead Add Form with p-score 0.080
  Lead Origin_Lead Import
  Last Notable Activity_Had a Phone Conversation

- 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.

  1: Identifying important attributes while finding potential customers is really important.
  2: The interns need to find the Lead Origin, Lead Source and also behavioral attributes like “Time Spent by client on website” and their “Specialization”.
  3: Client coming from “Direct Traffic” or “Google” has high chances of getting converting into a lead.
  4: Understanding the needs and by calling or sending SMS can improve the chances of lead conversion.

- 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: Understanding business requirements is a must. If the sales team feel like the customer can help boost revenue, the team should send SMS or even call the customers.

2: But if it’s not a big lead, then the team should waste their time in making unneccessary calls. But instead work on finding more potential leads and their areas of improvement.