

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

Ans. The top three variables based on the relative weightage these have in terms of coefficients are as mentioned below-

- I. What is your current occupation
- II. Lead Origin
- III. Last 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?

Ans. The top three categorical/dummy variables based on the model results are as mentioned below-

- I. What is your current occupation_Housewife
- II. Lead Origin_Lead Add Form
- III. What is your current occupation_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.

Ans. It's a good situation to have resource availability at your disposal. Based on the model evaluation results- it is known that the top categories of potential converts are Housewives, Working Professionals as well as people coming via certain lead origin channels. In addition to the top three- there are other categories of visitors who are spending decent time on the platform.

A good strategy to convert maximum leads would be to form focused groups of 2 interns each into 5 such groups. These sub groups can then be deployed to keep a tab on variables that augurs well for lead conversion. One group can take care of housewives, other group can engage with working professionals.

Such focused and individual attention would help in better communication with the target audience and increase chances of conversion. One sub group can be dedicated to all the leads which ranks lower in the potential conversion probability- since we have resources and these can be leveraged to engage with all the predicted leads as suggested by the logistic regression model.

We believe such hybrid approach of focusing on top potentials as well as the ones which are not easy- should achieve success.

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- Its great 😊. The quarter is not yet over and the targets accomplished- Sales team should take it easy as they must have worked hard. However, sales have to continue, albeit not at a frantic pace.

Perhaps the cold calling is not needed but the opportunities to connect with wider potential client base, have to be explored in different flavors and fashions.

This is a good time to organize client meet and greet activities where existing clients could be facilitated and it can be structured as a workshop where an industry leader could also be invited to encourage the lot. Clients can be requested to bring Friends/Family with them and this can be leveraged as a cross selling/ up selling activity as well.

In this relatively lean time- resources can also be redeployed in refresh of sales collaterals, brain storming on the sales targets and challenges for the next quarters.

And yeah some internal team bonding activities are also in order 😊, Afterall hard work must be rewarded.