Subjective questions
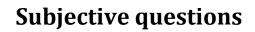
1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
A. The top three variables that contribute most towards the probability of a lead getting converted are Total visits, Total time spent on website and Lead Origin - Lead Add Form

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?
   - Lead Origin - Lead Add Form
   - Current Occupation: Working Professional
   - 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.
   - Train the interns for effective communication
   - Identify the prioritize leads based on the scores built by model
   - Segmenting the leads with High score leads, moderate score leads and low score leads
   - Assign the interns to contact the leads with high scores and requested them to know their requirements and nurture the leads with the benefits of the courses
   - Follow-up for their opinion and addressing queries
   - Refining the most possible converted leads based on the communication above.

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.
   - Focusing on the most promising leads for the contact
   - Generate automatic mails regarding course benefits to all the low score leads
   - Allocate the sales team to sell the other courses by upgrading the course with some greater amount
   - Updating the data-set after effective communication and estimating the possible conversion of low score leads to moderate or high score leads

Presenters: Abhishek Goel, Abhishek Dhabal & Bhavani Jagu

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