

Subjective Questions & Answers

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

Answer:

- I. lead_origin_Lead Add Form
- II. do_not_email (negatively impacts)
- III. lead_source_Welingak Website

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:

- I. specialization_Banking, Investment And Insurance
- II. specialization_Healthcare management are two type of customers which get converted often, also if
- III. current occupation is student, that is customer is student, then there are very less chances of conversion (negative coeff)
- IV. lead origin is lead add form, then it has highest probability.

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:

These 10 interns provide great support to the sales team. Because they may not be ready to go out there and look for it. They can provide data storage and access data (data) on the behavior of the sales team experienced in handling customer calls.

This way the core sales team can spend their valuable time writing, preparing brochures and presentations, etc. will have more time to interact with potential customers instead of wasting time.

This will also help employees become knowledgeable about the company's sales and marketing processes.

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:

If the quarterly targets are met before the set target date. This is the ideal time for the team to evaluate the current strategy and conduct brainstorming activities to improve the efficiency of the team members.

Deploying team-building activities will help boost the morale of the sales team thereby improving their overall performance.