

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

Answer

The top 3 variables that contribute the most for the lead conversion are –

- a) **Lead Source – Welingk_Website**
 - b) **Last Activity – “SMS Sent”, “Will revert after reading email”**
 - c) **Tags – “Lost to EINS”, “Closed by Horizonn”**
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

The variables to focus on would be

- a) **Lead Source**
 - b) **Last Activity**
 - c) **Tags**
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 focus on

- a) **Aggressively reaching out to potential candidates**
 - b) **Ensure that communication is kept on via SMS**
 - c) **Since a lot of people seem to indicate that they will revert after reading the email, there should be more aggressive follow-up once the emails are sent.**
 - d) **Additionally, since the Welingk Website seems to be a huge source of leads, the digital advertising of the same can be increased to ensure more traffic on the site**
 - e) **Also, any leads that are recently updated have more potential for conversion versus the inactive ones, hence the sales team should focus on such leads**
 - f) **X Education also seems to perform well when the Leads are closed by Horizonn, so Horizonn should be more actively engaged in pursuing leads**
 - g) **They also seem to be losing business to EINS, the interns can be assigned to research the potential causes for this loss of business**
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

When the target is reached and the sales team has some downtime, they can focus on the following

- a) Engaging with the Horizonn team more effectively, since they seem to be converting the leads more effectively. They can conduct some sessions to understand what's working well and further improve on the same**
- b) They can look at improving the hits to the Welingk Website, since that seems to be the best source of leads**