Subjective Questions

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

Ans: Top three variables in your model which contribute most towards the probability of a lead getting converted are as Follows:

#### Current Occupation:

Working Professionals have Highest Lead Conversion followed by Unemployed & Students Business Owners have lowest conversion

#### Lead Origin:

Leads from Google, Olark Chat & Press Release Ref have high conversion.

#### Last Activity:

Leads who Resubscribed, Opened Emails or had Phone Conversation are very likely to buy Courses.

1. 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 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are as follows:

* TotalVisits
* Total Time Spent on Website
* Lead Origin\_Lead Add Form

1. 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: We also conclude following points from model:

- The customer/leads who fills the form are the potential leads.

- We must majorly focus on working professionals.

- We must majorly focus on leads whose last activity is SMS sent or Email opened.

- It’s always good to focus on customers, who have spent significant time on our website.

- It’s better to focus least on customers to whom they sent mail is bounced back.

- If the lead source is referral, he/she may not be the potential lead.

- If the lead didn’t fill specialization, he/she may not know what to study and are not right people to target. So, it’s better to focus less on such cases.

1. 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: We Suggest Following Strategy: -

- At times when the company’s aim is to not make phone calls, but at the same time if the companies don’t want to lose the potential leads, we can narrow down the number of leads to be called by identifying the “hot leads” who have higher conversion rate.

- In our final model, the leads whose lead score is greater than 35% are considered as potential lead. The conversion rate is around 73%.

- During the time, when the company wants the sales team to focus on some new work, we can just increase the threshold of lead score from 35% to say 95%. The conversion rate increased from 73% to 96%. Since it’s easy to convert these hot leads, the time will be saved as well as the potential leads are not lost.

- We can send e-mail or posts about the new work or existing available programs/courses to other people to keep in touch with them.