Subjective Questions

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

Three crucial variables that require attention are tags, lead source, and your current occupation.

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?

Leads that have been successfully closed by 'Horizon', leads lost to 'EINS', and leads that are expected to revert back after reading an email are three categories of leads that require consideration.

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.

One possible suggestion for the sales team is to prioritize making phone calls to leads that are expected to revert back after reading the email. Additionally, it may be beneficial to avoid leads who are already students in the company's courses, those who are currently in progress with their graduation, or those who have expressed no interest in further education or other courses. Another strategy could be to prioritize phone calls to leads who are working professionals.

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.

To optimize lead conversion, the company could consider prioritizing leads that have demonstrated potential through email communication and are expected to revert back via email. This approach could involve avoiding leads that are marked as busy, ringing, or switched off, so that the sales team can focus on customers who are more interested and inclined towards purchasing a course. Improving email response time and providing excellent customer service through emails could be key to leveraging this strategy effectively.