

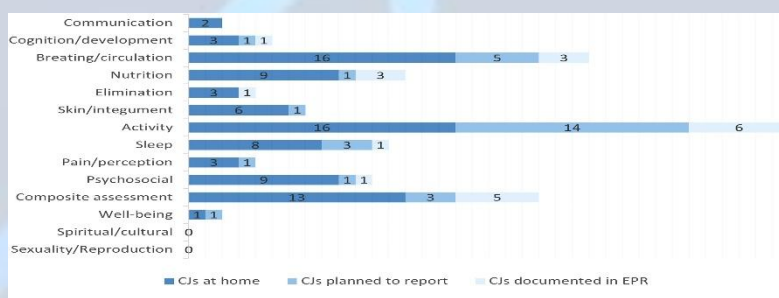
1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

- ❖ Ans- The top three variables that contribute most towards the probability of a lead getting converted are
- ❖ LeadOrigin Lead Add Form
- ❖ Occupation Working Professional
- ❖ LeadSource 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?

Ans- The top 3 categorical/dummy variables in the model that should be focused the most on in order to increase the probability of lead conversion are

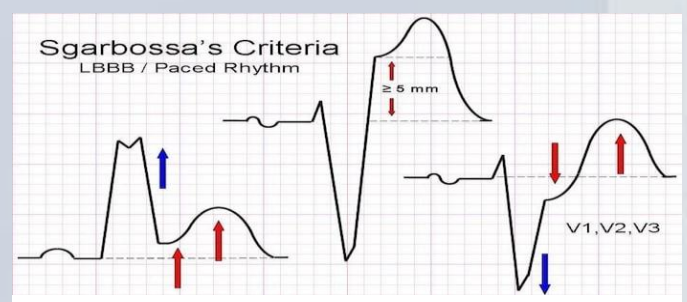
- I. Occupation Working Professional: Positively impacting, but needs to be targeted.
- II. LastActivity Email Bounced: This is negatively impacting. Encourage people to put the correct mail ID/ verify that email is a must.
- III. DoNotEmail Yes: This is negatively impacting. People are not opting for email, so we cannot share any information or offers. This should be encouraged to get more leads based on the offers or information.



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.

Ans- X Education should profile the list of potential candidates and make phone call to the following people so that the conversion rate should increase

- i. Based on the average time spent on Website, X Education can provide nice and attractive offers to these individuals so that they should again visit the site and the conversion rate increases.
- ii. Selectively profile individuals from the Working Professional and Student category, as this set of people wants to enhance their career, which would definitely drive the conversion rate higher.
- iii. Individuals having last notable activity as Email Link Clicked or Notable Activity Email Opened as they might be interested in the program. Hence creates an opportunity for X Education to contact them.
- iv. X Education receives many requests from channels like Olark chat conversion or SMS which could be potentially used to provide additional information on the course which is being offered and this could be a potential lead.



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.

Ans: The strategies they should employ at this stage are:

- i. Gather feedback from existing customers so that X Education can improve its strategy and optimize the conversion rate.
- ii. X education can send automated SMS or Email or newsletters to aspiring candidates.
- iii. They can educate aspiring candidates on various offers, and subsidies and also offer/give information on potential sources of finance for these courses through banks/financial institution

Lead Scoring Model

+20



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