

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

Ans.

The top 3 variables in our model that contribute the most towards the probability of a lead getting converted are -

- a. Last Activity
 - b. Total Time Spent on Website
 - c. Lead Origin
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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 which should be focused the most on in order to increase the probability of lead conversion are -

- a. Lead Origin_Lead Add Form
 - b. Last Notable Activity_Had a Phone Conversation
 - c. Lead Source_Welingak Website
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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.

I will employ the following 3 strategies:

- a. Strategy 1 -
 - i. The top 3 dummy variables (besides 'Last Notable Activity_Had a Phone Conversation') that contribute to conversion of lead are
 1. Lead Origin_Lead Add Form
 2. Lead Source_Welingak Website
 3. What is your current occupation_Working Professional
 - ii. The Sales team will work on the leads that positively fulfill one or more of the three variables as they would have the highest lead score and best chance of conversion
- b. Strategy 2 -

- i. We will allot 7 interns to work on the remaining predicted(1) hot leads and filter out the falsely predicted hot leads, before passing them to the sales team
- c. Strategy 3 -
 - i. We will allot the remaining 3 interns to exclusively work on the leads that are predicted as 0 by the model.
 - ii. Via phone calls they can narrow down the Falsely predicted cold leads and pass it to the sales team to convert them to paying customers

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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 dummy variables (besides 'Last Notable Activity_Had a Phone Conversation') that contribute to conversion of lead are

- a. Lead Origin_Lead Add Form (coeff - 3.0116)
- b. Lead Source_Welingak Website (coeff - 2.8002)
- c. What is your current occupation_Working Professional (coeff - 2.5540)

So once the targets have been achieved, the sales team can only make phone calls to leads that fulfill two or more these dummy variables. These leads will have a high lead score.

We can see that if the variable 'Last Activity_SMS Sent' positively contributes to the conversion of a lead. So for the remaining leads, we will set up SMS automations to nurture and convert the leads.

Hence, the rate of phonecalls can be reduced and the Sales team can focus on their new work