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

Ans.: Following are the Top 3 variables which contribute most towards the result

- a) Total Visits,
- b) Total Time Spent on Website
- c) Page Views Per Visit

Summary: By increasing Total Visits and Time Spent on the website, as well as Page Views Per Visit on the website company can increase the conversions ratio of the leads. This can be done by increasing engagement of user on the website, and by Social media marketing.

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.: Followings are the top 3 Categorical/Dummy Variables are

- a) Last Activity_SMS Sent
- b) Last_Activity_Had a Phone Conversation
- c) Lead Source_Welingak Website

Summary: As Last Activity_SMS Sent, Last_Activity_Had a Phone Conversation, Lead Source_ - _Welingak Website are the variables which has more impact on lead conversion, therefore company should consider these variables and should do accordingly to increase lead conversion.

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.: During this time company should engage the intern in calling to each and every potential leads, for a periodic and continuous communication with them and to nurture by make them understand about the course, and various offers in detail, so all the potential leads can get converted.

Summary: As communication or engagement with the leads will increases probability of lead conversion.

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.: a) Select leads which has very high conversion probability and work only those selected leads instead of more leads. By doing this less engagement of team could be possible.
b) By increasing the value of Cut-Off point we can reduce the no. leads which has lower conversion ratio and can provide only those leads which has very high conversion ratio.

Summary: By increasing cut-off pint of the model we can reduce the no. of leads which has lower conversion ratio. So less no. of leads will be available to work.
