

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

Answer:

The top three variables in our model which contribute most towards the probability of a lead getting converted are:

Spent_Time	4.6622
Lead_Origin_Lead Add Form	4.2075
occupation_Working Professional	3.7261

These variables have high positive co-efficients which are impacting conversion rate.

=====

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?

Answer:

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:

Lead_Origin_Lead Add Form	4.2075
occupation_Working Professional	3.7261
LeadSource_Welingak Website	2.2328

=====

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.

Answer:

Since during the two- month period, sales interns are available, to maximize the reach the probability threshold should be reduced to 0.05

1. **Lead Scoring and Prioritization:** Segment leads into different categories based on their lead scores- Leads with score of 0.5 and above can be addressed by one team and leads with score of 0.05 to 0.5 can be handled by another team. Focus the most aggressive efforts, including phone calls, on high-scoring leads, as they are more likely to convert. Lower-scoring leads can be nurtured through automated email campaigns and other less resource-intensive methods. This approach ensures that X Education allocates its resources most efficiently.
2. **Focus on High-Probability Leads:** Leads with a high probability of conversion based on the model's predictions should be approached first. These are leads with a predicted probability close to 1.

3. **Personalize Communication:** Tailor the phone calls to the specific lead characteristics. For example, if "Working Professionals" tend to convert well, emphasize this group during the phone calls.
4. **Leverage the Lead Source:** Since "Olark Chat" and "Welingak Website" are significant lead sources, make sure to target leads from these sources during the aggressive conversion period.
5. **Optimize the Follow-Up:** Keep track of responses and interactions with leads. Follow up with leads who have shown interest or engaged positively. Consider the "Do_Not_Email" coefficient, which indicates that leads who have not opted to receive emails are less likely to convert. Prioritize phone calls and personalized follow-up for these leads as an alternative mode of communication.

It's important to keep in mind that while this strategy can be effective, it should be executed ethically and with a customer-centric approach, respecting the privacy and preferences of potential leads.

=====

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.

Answer:

To reduce unnecessary phone calls based on the data, some simpler strategies are:

1. **Sort and Focus:** Focus on leads with only high probability of conversions. Organize leads based on how likely they are to be interested. Concentrate on calling those who seem most interested and likely to respond.
2. **Share Useful Info:** Share helpful content on the company website. This way, leads can learn more at their own pace without needing phone calls.

To use resources wisely:

1. **Informative Content and Webinars:** Create helpful webinars, blogs, and resources that match what different leads want to know. This can help leads learn on their own and reduce the need for phone calls.
2. **Improve Lead Scoring:** Keep making lead scoring better by looking at how leads act and talk with the company. This way, phone calls go to the leads who are most likely to buy.
3. **Find New Opportunities:** With the extra time, work on getting better at what you do, coming up with new ideas, and looking into what's happening in the market. This keeps leads interested while you get more skills and grow.

Feedback and Improvement: To make sure the plan stays effective, regularly ask the sales team for their thoughts and ideas. Use their feedback to make the

strategy better over time. This way, the company can keep making fewer unnecessary phone calls and do a better job of turning leads into customers.