

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

Answer:

- a) Lead Origin field
- b) Lead Source field
- c) Last Activity field

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:

- a) Lead Origin field with value of 'Lead Add Form'
- b) Lead Source field with value 'Welingak Website'
- c) Last Activity field with 'Had a Phone Conversation' value

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:

Phone calls should be done under the circumstances mentioned below

- a) Reach-out to customers with lead origin 'Lead Add Form', customers with Lead Source field with value 'Welingak Website' and ones with Last Activity field with 'Had a Phone Conversation' value. These customers have the highest chances of getting converted.

- b) X education can increase marketing on 'Welingak Website' and 'Olark Chat' to improve business. They have a good chance of getting converted. They can reach to customers who have spent more time websites. Make websites more appealing and add industry trending contents and testimonials

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:

X education can increase marketing on 'Welingak Website' and 'Olark Chat' to improve business. They have a good chance of getting converted. They can focus on emails and text messages to target the customers. The company can make websites more appealing and add industry trending contents and testimonials.