FICZON INC.
Sales Effectiveness

Submitted By : Satyabrata Brahmachary

Category Wise Distribution:
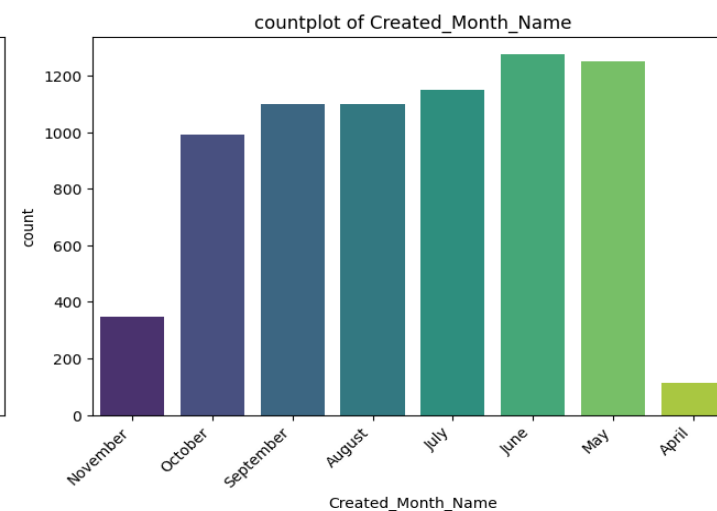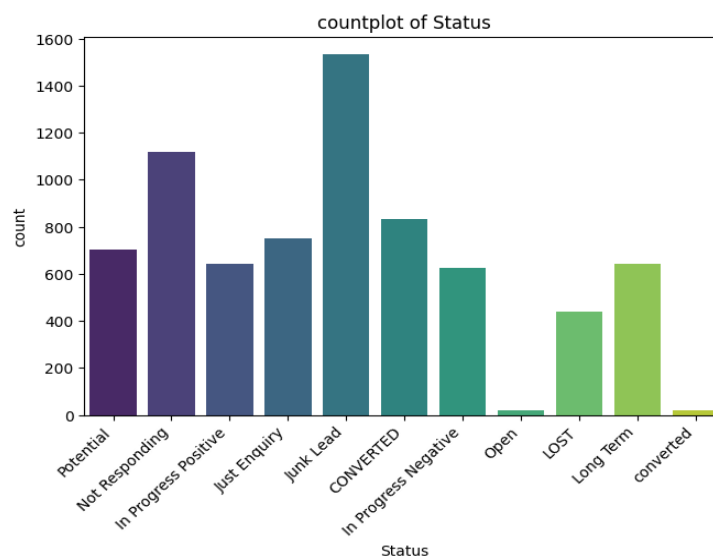
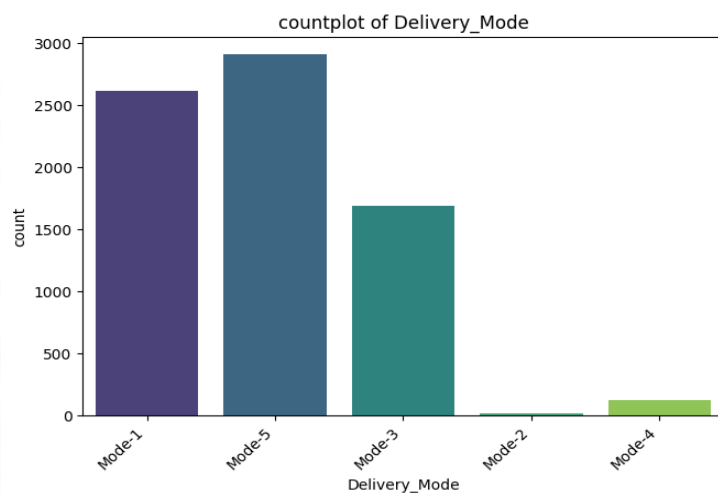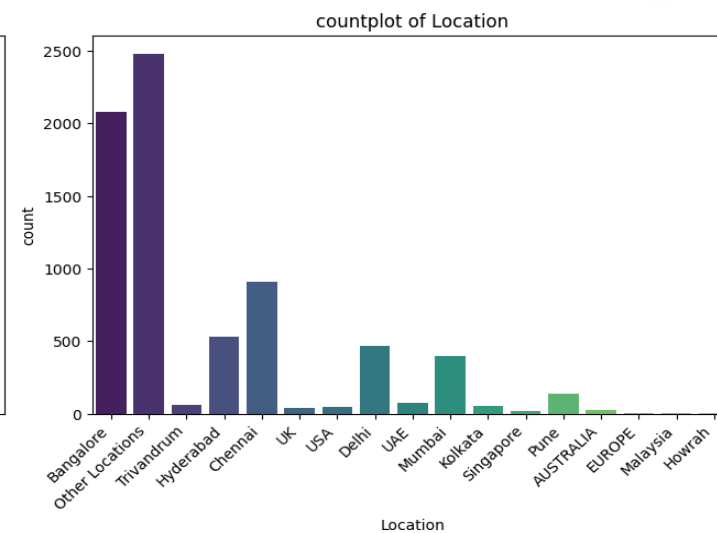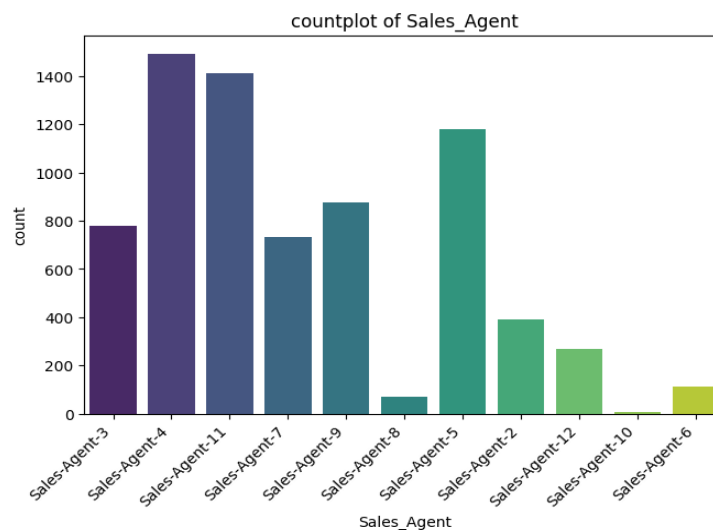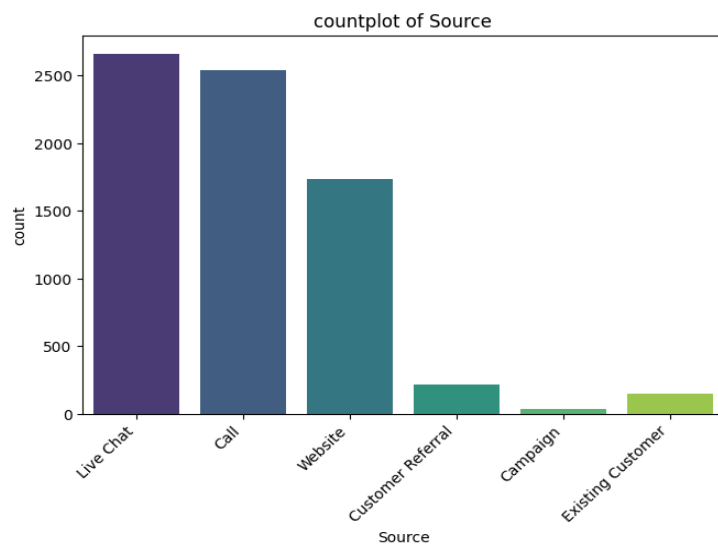# Insights:

- Live Chat and Call were the most common lead sources, followed by Website.

- Sales_Agent4 and Sales_Agent11 handled the majority of the leads.

- Bangalore and Other Locations had the highest lead counts, with minimal leads from overseas.

- Mode-5 and Mode-1 were the most used delivery modes, while Mode-2 and Mode-4 were rarely used.

- Most leads were either 'Junk Lead' or 'Potential', with few successfully 'Converted'.

- Leads peaked during June and July, with fewer leads created in November and April.

Lead Status Distribution by Month:

- May, June, July, and August show the highest number of leads generated.

- In all months, Low Potential leads outnumber High Potential leads.

- High Potential leads are relatively consistent from May to October.

- April and November show a sharp drop in overall leads, possibly indicating data collection gaps or seasonal trends.

Lead Potential by Year
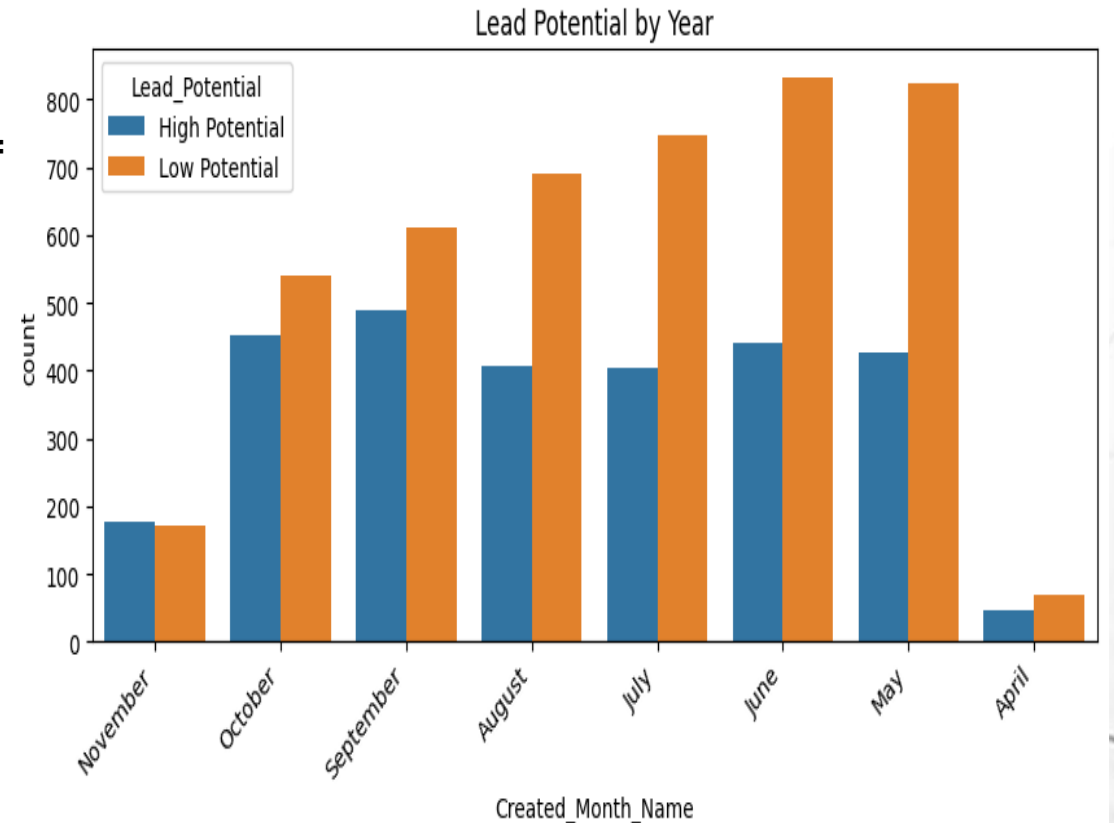
Lead Status Distribution by Delivery Mode:

- Mode-5 is the most common delivery mode, but it also has the highest number of Low Potential leads.

- Mode-1 stands out with a higher count of High Potential leads compared to Low Potential, making it the most effective mode in attracting quality leads.

- Mode-3 also has a decent volume of High Potential leads, but Low Potential is still dominant.

- Modes 2 and 4 have very low lead counts, suggesting minimal usage or effectiveness.

Lead_Potential vs Delivery Mode
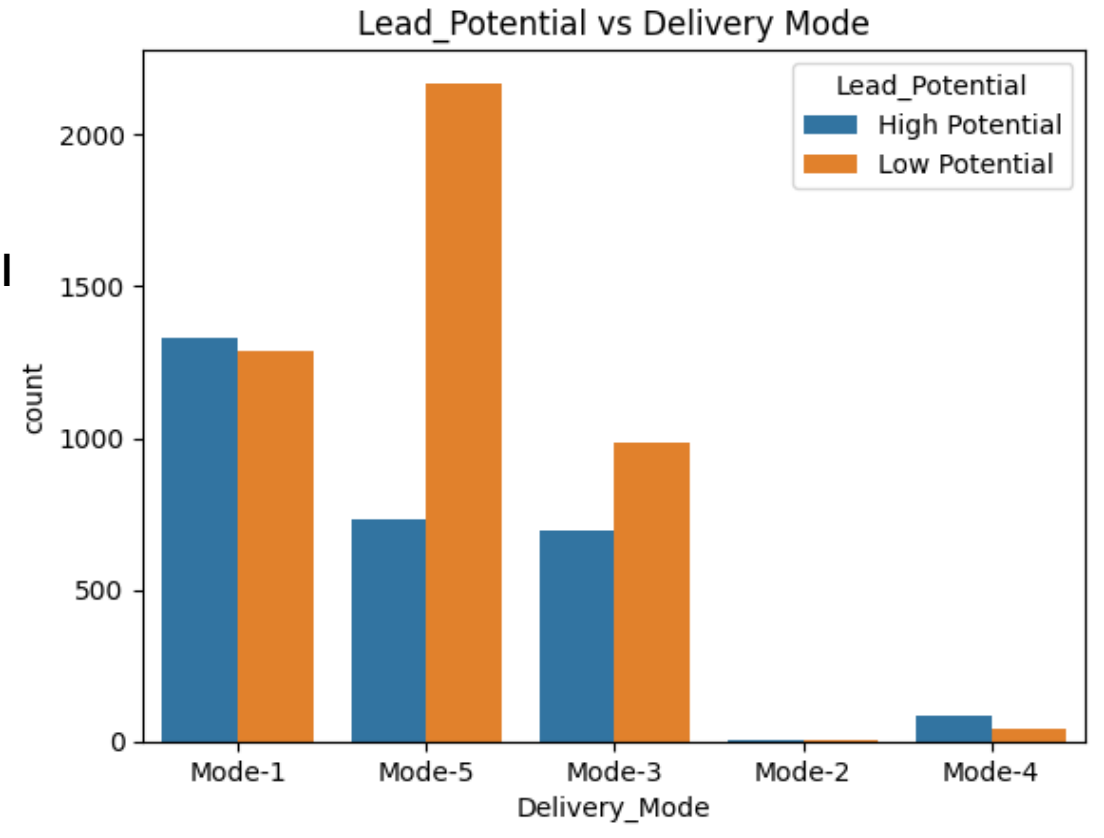
Lead Status Distribution by Source:

- Call and Website were the most dominant sources by volume.

- Both generated a high number of Low Potential leads, though calls had a significant number of High Potential ones too.

- Customer Referral and Google Ads stood out with relatively balanced or higher High Potential leads.

- Live Chat channels (PPC, Google Ads, Organic) had mixed results — Google Ads had more Low Potential leads, whereas Live Chat-PPC had better balance.

- Some sources such as By Recommendation, E-mail Message, SMS Campaign, Personal Contact had very low volume but still contributed to some High Potential leads, indicating possible niche value.

- YouTube, Quora, Blog and some CRM-related sources had minimal contribution.

Lead Potential by Source and Year
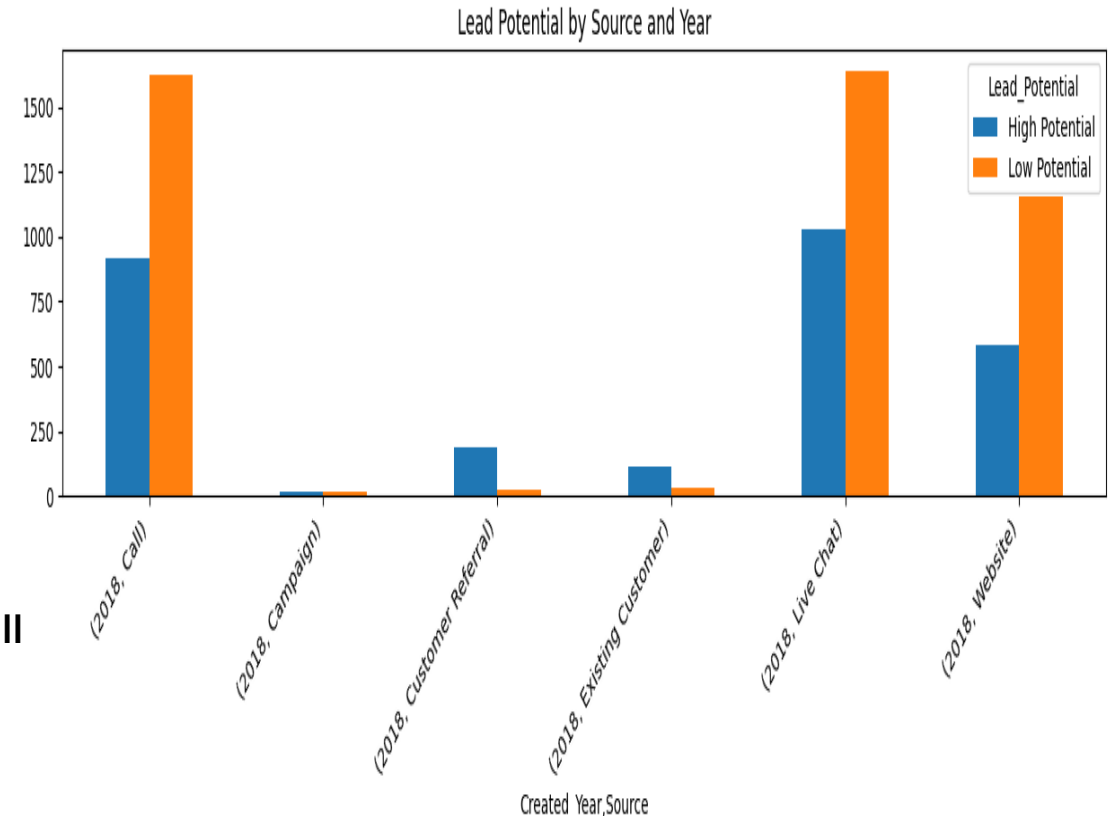
Final Model :

We selected **Gradient Boosting** as the final model due to:

- Best generalization ability.

- Highest testing accuracy (73%).

- Smallest train-test accuracy gap (just 3%).

Testing Accuracy of Different Models
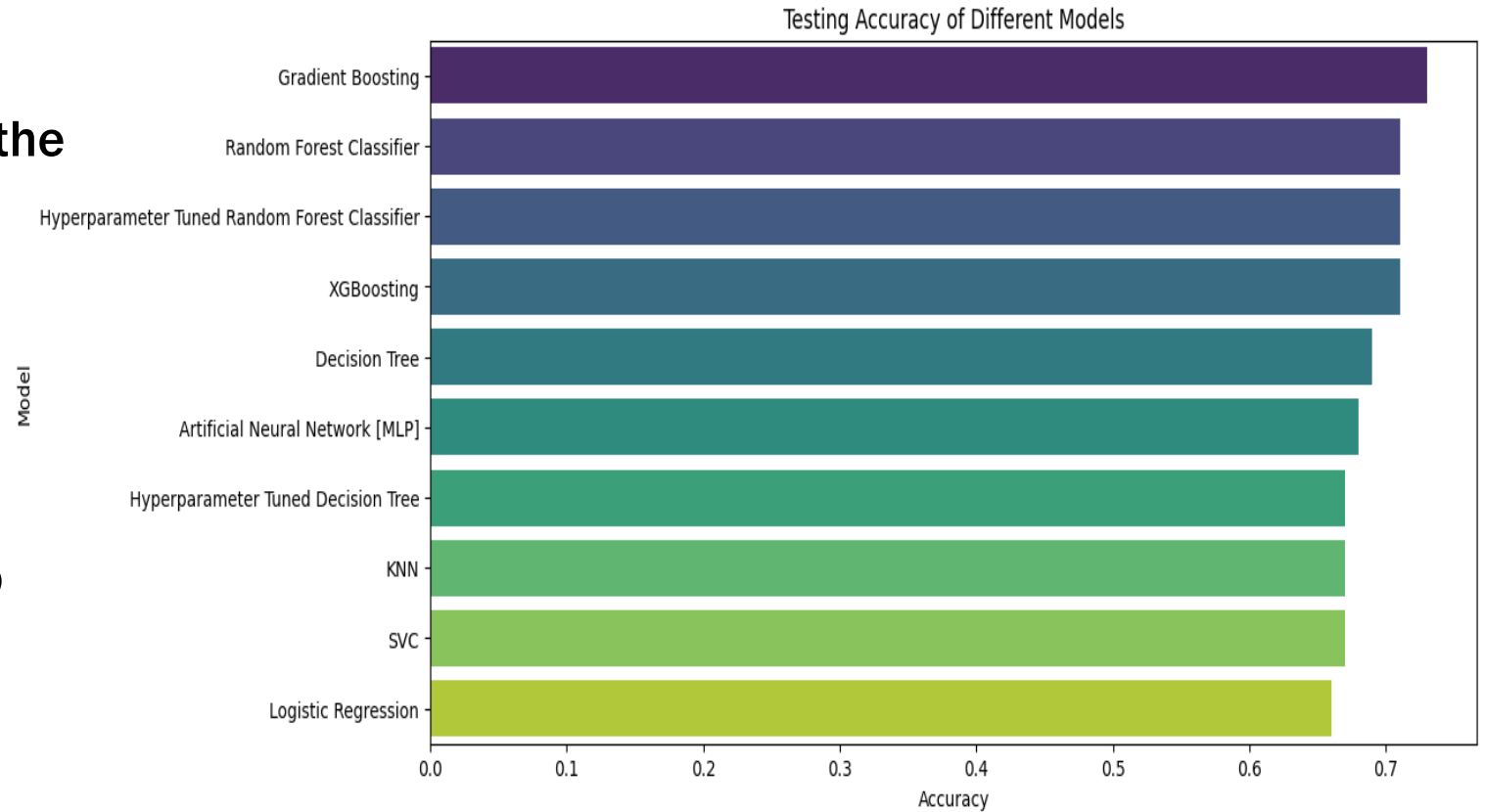
Recommendations to Improve Sales Effectiveness:

- Focus on high-potential leads and assign them to top sales agents.

- Invest more in top sources like Live Chat, Calls, and Website.

- Follow top-performing agents' strategies across the team.

- Target strong locations like Bangalore and Trivandrum.

- Run campaigns in peak months like May to July.

- Use effective delivery modes like Mode_1 and Mode_5.

- Nurture promising leads (Potential, Just Enquiry, In Progress Positive).

- Retrain the model regularly with updated data.

- Use a sales dashboard to monitor performance in real time.

THANK YOU