

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

Answer:

- Lead Source
- Last Notable Activity
- Total Time Spent on website

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:

- Welingak Website
- Reference
- Had a Phone Conversation

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:

All the interns should focus on the having contact with the customer through a call and try to explain the importance and the ROI of the course also they should target the Welingak Website as the conversion rate for the customers from there are very good also try to ask your current student for the reference and for that try to lure the current student with some sort of referral bonza for getting a new customer and try to reach to the Customer aggressively via phone call.

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:

If they want to minimize the rate of useless phone calls they should carefully understand the leads by observing their interest. And that can be done by looking into the amount of time spent by the customer on the website and once that customer is identified send them the "Lead Add form" and send the SMS regarding the courses ,also try to reach them through Welingak Website,Olark Chat.

After doing the above things, if leads are not turning, then do not hesitate to make them a call as they are the "Hot Leads".