

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

**Response:**

The Top 3 Variables that contributes the most are

- a. Tags\_Lost to EINS
  - b. Tags\_Closed by Horizon
  - c. Tags\_Will revert after reading the email
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?

**Response:**

The top 3 variables that should be focused more are:

- a. Tags\_switched off
  - b. Lead Quality\_Not Sure
  - c. Lead Quality\_Worst
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.

**Response:**

The interns can be engaged on the below action items.

Below strategy shall help here:

- a. For all those under "Tags\_Ringing", start using different numbers to reach out to them . Do not use the old numbers. Or it might be shown as 'Spam'. Due to some application like truecaller. People tend to not respond to such numbers
- b. For all those under "Tags\_Switched off", run a thorough check on databases, to fetch their emails to get a reach. Also check if an alternative number is available for the same customer. Many a time customer may call the customer care with one number, but may have the registration through another number.
- c. For all those under the "Do Not Email", these are the people who are not very much linked to the work through emails. The best suite way to reach out to them is through calls and sms. Send also, an offer code if, sms is used to trigger a lead thought.

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.

**Response:**

Even if the company reached its targets for a quarter, there is no point lower down the bar to focus on new work. The "New Work", can have another dedicated team after that. The teams should continue working on the Leads, because if at all in any quarter the targets are missed, it can be compensated by extras that are worked out during the previous quarters.

So, if there is some bandwidth of employees, that can be released , they should be focusing more on the below factors:

- a. What is your current occupation\_Working Professional
- b. Lead Origin\_Lead Add Form
- c. Do Not Email
- d. Tags\_Ringing
- e. const
- f. Tags\_switched off
- g. Lead Quality\_Not Sure
- h. Lead Quality\_Worst

Especially the ones in Lead Quality "Not sure" and "Worst" can be re-classified, on the basis of 'New-Reach' strategy to the customers. Even if 10-15% of it qualifies to a positive lead , this adds to the existing revenue generation above the already reached quarter target.