

Assignment Subjective questions

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

Lead Origin

Lead Source

What is your current occupation

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?

Lead Origin_Lead Add Form

Lead Source_Welingak Website

What is your current occupation_Working Professional

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.

- **Prioritize Leads based on Lead Score:** Customers/Leads predicted as 1 by our model should be focused more. Hot leads (lead score > 75) has the highest chance of converting followed by Warm leads. So Client has to prioritize accordingly.
- **Increase Number of Phone Calls and SMS.** The sales team should aim to make as many phone calls/Messages as possible during this period, as constant communication is a highly effective way to convert leads into customers.
- **Personalized Marketing:** Create personalized marketing strategies for these leads through Google, Face book, Twitter etc...
- **Offer special incentives:** Client can also offer special incentives to potential customers during this period to encourage them to sign up for courses. This can include discounts, free trial periods, or other special offers that make the courses more appealing.

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.

When the company reaches its target for a quarter before the deadline it is good to keep in contact with the existing customers and hot leads. This can help to maintain customer satisfaction and potentially lead to up selling opportunities in the future. In addition, the team can send personalized and targeted emails/messages to warm leads to motivate them and prepare them so that they will convert in the quarter.