

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

Ans

- a. Lead Origin Lead Add from
 - b. What is your current occupation – Working professional
 - c. Lead source – Welingak website
2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

Ans

- i. Lead Origin
 - ii. Lead source
 - iii. Total time spent on website
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.

Ans

Based on the model we have developed

Leads from welingak website and enquires from Lead Add form should be aggressively pursued. Similarly, people who spent more time on website also should be followed up to ensure conversion. Also if the lead is of working professional ,sales team should reach out to them as there is great chance of conversion.

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.

Ans

Our model has identified critical features for conversion and they are

- a. Lead Origin Lead Add Form
- b. What is your current occupation Working Professional
- c. Lead Source_Welingak Website
- d. Last Activity SMS Sent
- e. Total Time Spent on Website

IF the leads are from any other source at this juncture should not be pursued. Following this SOP will help in rate of useless phone calls