

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

Answer: Total visits

Total time spent on website

Lead Origin

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: Last activity_SMS Sent

What is your current occupation_Working Professionals

Lead Source_Welingak 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.

Answer: A customized machine learning model can be utilized to shape the calling strategy effectively. This model offers the capability to pinpoint leads for targeting based on specific criteria. For instance, leads with recent activities such as email bounce, unsubscribed status, approached upfront, and emails marked as spam should be avoided. Instead, focus should be directed towards leads originating from sources like Olark Chat and Welingak Website. Particular attention should be given to individuals who are currently unemployed and working professionals seeking to enhance their skills, as they exhibit a higher potential for conversion. Furthermore, leads that have demonstrated prolonged engagement on the website and a higher frequency of visits should be prioritized. Ensuring clear communication regarding the platform's benefits for career development is essential during these interactions.

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: Utilizing the historical data of successfully converted customers, the company can tailor offers and discounts based on customer profiles or occupations. This approach can significantly enhance the likelihood of swift conversions. It is advisable to concentrate efforts on working professionals, as they are more likely to be eager for career advancement, while minimizing attention on students and the unemployed who may not have the financial capacity at their current stage. Furthermore, sending coupon codes or discounts to these prospective customers via automated SMS or email is a more efficient strategy, reducing the need for repetitive phone calls.

