

Subjective Questions & Answers

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

Answer:

- Tags_Lost to EINS
- Tags_Closed by Horizon
- 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?

Answer:

- Tags_Lost to EINS
- Tags_Closed by Horizon
- Tags_Will revert after reading the email

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: There are 701 leads who are hot i.e. their lead scores are more than 80. Since, 10 interns have got added to the team for the next two months, these leads can be contacted in the descending order of their lead scores viz-a-viz the customers with the highest lead scores have to be contacted first. These leads could be divided equally among the interns and the sales team for contacting and follow up to ensure a sale.

We have found that as the conversion probability threshold decreases, the sensitivity increases. Higher the sensitivity, the better are conversions. Since the manpower has increased, we may also approach the prospects with lesser lead scores, keeping the threshold low.

In short, we could advise the following strategy for more aggressive activity.

- **Brief strategy:**

- ✚ First, contact the customers with high lead scores which is more than 80
- ✚ Secondly, contact the customers with low lead scores(<80)

✚ Reduce the probability cut off to include more customers to 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: The strategy must be to increase the probability threshold and focus on the customers with high lead scores (>80) to ensure confirmed purchase.