

## SUBJECTIVE QUESTION

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

Solution: The top three variables in your model which contribute most towards the probability of a lead getting converted are

1. Lead Source\_welingak website 4.934067
2. current occupation\_Working Professional 2.683967
3. Lead Source\_reference 2.53646

**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?**

Solution: Top 3 categorical variable in the model to increase probability of lead conversion

1. Lead Source\_welingak website 4.934067
2. current occupation\_Working Professional 2.683967
3. Lead Source\_reference 2.53646

**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.**

Solution: To make lead conversion more aggressive during intern hiring period, X Education can employ the following strategy based on the given variable and coefficients:

- It's good to collect data often and run the model and get updated with the potential leads. There is a belief that the best time to call your potential leads is within few hours after the lead shows interest in the courses.
- It's good to understand about lead from the available profile information and group similar kind of leads.
- Along with phone calls, it's good to mail the leads also to keep them reminding as email is as powerful as cold calling.

- While mailing, it is good to send personalized message for different set of leads as it will have positive impact on leads.
- Generally, it take 5 - 6 calls to successfully convert a lead, so if we focus on reducing it to 3 to 4 attempts by taking appointments and calling, sending emails and providing right information and keep the leads in touch, there will be more time available which can be used to convert still more leads.

We also conclude following points from model:

- The customer/leads who fills the form are the potential leads.
- We must majorly focus on working professionals.
- We must majorly focus on leads whose last activity is SMS sent or Email opened.
- It's always good to focus on customers, who have spent significant time on our website.
- It's better to focus least on customers to whom they sent mail is bounced back.
- If the lead source is referral, he/she may not be the potential lead.
- If the lead didn't fill specialization, he/she may not know what to study and are not right people to target. So, it's better to focus less on such cases.

**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.**

Solution: To minimize the rate of useless phone calls when the company reaches its sales target for a quarter before the deadline, the sales team can employ the following strategy:

- Focus on lead nurturing activities such as personalized emails, SMS's and targeted newsletter
- Sending automated SMS to customers that have very good likelihood of getting converted
- Collaborate with the sales team, management, and data scientists to teams to fine-tune the model and gather feedback on what worked and what didn't.
- Make the strategy for providing discounts or incentives to potential customers to encourage them to take action.
- Focus on building relationships with potential customers through other communication channels like email, social media, or chatbots.
- Gather feedback from existing customers to improve the quality of the leads generated and optimize the conversion rate.