

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

Answer:

Top variables are:

- Page views per visit
- Total time spent on website
- Total visits

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:

We have created - 'Lead Origin', 'Lead Source', 'Occupation', 'Last Activity', 'Specialization' as dummy variables. We need to focus on lead source, occupation & specialization to increase the probability of lead conversion.

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: 1) Avoid sending subscription mails to the clients who have already subscribed.  
2) Majority of the traffic is from online, hence they need to focus on lead conversion from online source as the bounce rate for email marketing is high. They need to work on content to keep the clients engaged.

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: Focus on keeping existing customers engaged via social media marketing and email marketing. Not to bombard with loads of mails, tendency client might block the mails, if received too much.

Refence/word of mouth strategy must be pushed, as clients would be rewarded if there respective referred a person subscribes.

Focusing on keeping existing clients happy is important via customer services, as it should not be while making new clients you forego old ones..!