

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 (Coefficient factor = 9.809386)
- Tags_Closed by Horizzon (Coefficient factor = 9.066551)
- Lead Source Weligak Website (Coefficient factor = 5.259075)

Top 2 of them from Tags feature and 1 from lead source

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-

These features has less lead conversion rate compared to their leads number. We needs to give more focus on them to get the maximum conversion

- Lead_Source_Direct_Traffic
 - Lead_Source_Google
 - What_is_your_current_occupation_Unemployed
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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-

- Assign interns a call target to complete within each session.
- Pay attention to leads that have the potential to affect revenue or

those with high value.

Classify possible leads according to how likely they are to convert.

Give those the model's "1" prediction priority.

- Lead workshops to improve interns' ability to handle objections and communicate effectively.
- Since interns and students have a lower conversion rate to leads, hold more phone conversations with them.
- In order to build urgency, offer special offers to interns.

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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-

To minimize unnecessary phone calls while still maintaining productivity, the company can consider the following strategies:

- Encourage the sales team to use email for routine updates, inquiries, and non-urgent matters.
- Use automation tools to handle repetitive tasks, such as sending follow-up emails or updating customer records. This frees up time for the sales team to focus on more strategic activities.
- Do not focus on unemployed leads. They might not have a budget to spend on the course
- Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure

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