

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

Ans.

- a. Total Time Spent on Website
  - i. Positive contribution
- b. Lead Source
  - i. Positive contribution
- c. Tags
  - i. Positive contribution

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?

Ans.

- a. Tags\_Closed by Horizon
- b. Tags\_Lost to EINS
- c. 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.

Ans.

- a. Lower lead conversion threshold
  - i. During this phase lowering the lead conversion would be an optimal option. Classify leads with the lower probability as "peak time leads" or "hot leads". For example, reduce the threshold of lead probability to  $> 0.5$  instead of going with  $> 0.75$ .
- b. Prioritize leads
  - i. Stratify the leads into triage – High Priority ( $> 0.75$ ), Moderate Priority ( $> 0.5$ ), and Low Priority ( $< 0.5$ )
  - ii. High Priority ( $> 0.75$ ) – assign the sales team immediately
  - iii. Moderate Priority ( $> 0.5$ ) – Assign interns to initiate contacts by addressing the queries, providing info, etc
- c. Low Priority ( $< 0.5$ ) – Use automated channels like emails, SMS, etc.

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.

Ans.

- a. Raise lead conversion threshold
  - i. During this phase increasing the lead conversion would be the optimal option. For example, address the leads with higher lead conversion probability ( $> 0.9$ )
- b. Automate low-priority leads
  - i. Use Newsletters, email campaigns, chatbots, etc.
- c. Engage leads with latest activity
  - i. For example, only engage the leads that show recent activity like Total Visits, Total Time Spent on Website, etc.