

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

Answer -

- Lead Origin\_Lead Add Form
- Tags\_Will revert after reading the email.
- Total Time Spent on Website

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 -

- Lead Origin\_Lead Add Form
- Tags\_Will revert after reading the email
- Tags\_Ringing

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Answer -

Interns can be trained on the procedure and they can be asked to make phone calls and make follow ups on the potential leads regularly. This way after regular follow-ups the potential leads will be converted at a higher rate.

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 improve the lead conversion probabilities, others can follow up with the learners(since the target is achieved already), company can think of a new approach as to how to increase their visibility among the learners with innovative advertisement methods in new forums and among learners groups of different categories. FOR EXAMPLE , company can reach out directly to college camps and office premises and talk to learners about their courses and establish their company to the learners. this way interested learners would reach out the company directly and become active learners.