

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

Answer:-

The top three variables based on our model which contributes most towards the probability of lead getting converted are:

Lead Source_Welingak Website with a coeff of 4.56

Last Activity_Had a Phone Conversation with a coeff of 2.89

Lead Source_Reference with a coeff of 2.80

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:-

The categorical variables in model which should be focused the most in order to increase the probability of Lead Conversion are :

Lead Source_Welingak Website : The sources from where the leads are coming is very important, as these are the source from where the business gets generated. Out of all the sources Welingak Website looks to be very useful where the percentage of converting is high.

Hence there can be certain investment of tie-ups with this website company to make the maximum out of this source.

Last Activity_Had a Phone Conversation: Connect or a quick call always gives more transparency. The visitor who actually had a phone conversation, and heard the content and key pointers were better contenders to convert.

So having the best team to have a valuable conversation, to be crisp and clear in communication. To provide all the unique selling point through the Phone conversation is very important. Hence the soft skill training and crisp course highlights is something to be focused to make the most.

Lead Source_Reference : As mentioned in point one the Source of lead is very crucial, and similarly with website, Referrals seems to be very important. Providing more lucrative discounts on References, to the one referring and one who is taking admission will increase the business.

As Website and Reference are both related to Lead Source, we are also adding another top categorical variable, Current Occupation_Working Professional. Working professionals always experience an impact of new tools and emerging technologies. Hence there is always a need of up skilling. Hence designing course content which will suit the working professionals and up skilling needs. This is a very important category to focus.

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:-

To make the lead conversion more aggressive during the intern period, we can suggest below strategy. This would help grow the X Education business by getting the maximum from the intern hire.

The above mentioned features are critical triggers which would play an important role, so the Lead source of Welingak Website and through Reference are something to be explored. Additionally the latest activity of the customer and his current occupation plays a very vital role in conversion.

Monitor on the Lead Sources: As we already know the top 2 features of lead source, but exploring that ahead to check if any customers tried to see the courses on multiple platforms. If such targets are approached fast the conversion rate would be maximum. Also interns can work with that websites, find more details from websites, like how many visitors are visiting that website and where the X Education tile exists can we improve that. What is the time visitors are spending on website, get the returning visitors these returning visitor and visitors spending more time are potential customers for interns to reach.

Make better referral pitch: Interns can connect with all existing customers, re-iterate the referral advantages, ensure interns specify no hidden conditions and iterate the same to sources coming through references. If you give a special treatment to people coming through references they will feel valued with benefits. This will increase the conversion.

Maximize the reach to customers: With interns the resource power increases, all the features can be explored (not only the top3 or top5). With good team size visits from all lead sources can be called as a personal connect, customer with no call can be reached via Text messages or emails. Try to have a mass coverage.

Interns can get more knowledge of various opportunities and can provide a better pitch to all the features under Current Occupation rather than only working professional – like more visibility and growth in their existing job, mobility's to new opportunity or complete shift from one technology to other.

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:-

In cases where the targets are attained before the deadlines and they minimize the phone calls unless unavoidable they can invest in below:

Working with other features: There are some features which have relatively lower coefficient, but with combination of other features they can pick some customers and try to connect with those customers. Their experiences can help revise the Logistic regression model and add these features.

Explore the confusion matrix: Based on confusion matrix other combination apart from True Positive can be given a try.

Personalized approach: With industry experts and sales team they can design a chart which can be a reference document to map the candidate profile with content of courses. With this the customer will feel more relatable. Mapping of customer's current occupation and market opportunities and how course contents will help them will help to pitch. With all these details next quarter the new customers can be approach in more structured way. An email can be triggered with all these information showing the career growth prospects.

A phone conversation can be crisp but more informative.

Text message can be short but giving much information to recipient.

Learning from current: Data analyst team can be requested for some inputs. They can share the data from current quarter with significant features used and the customer not converted data. This can help deep dive into the features again and assess the model and re-model with the iterative data to stay more updated.