

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

Ans. These are the top three variables in your model which contribute most towards the probability of a lead getting converted-

- Tags_Closed by Horizzon: Leads that have been assigned a tag of Closed by Horizzon have highest probability of converting.
- Tags_Lost to EINS: Leads that have a tag of Lost to EINS also have high chances of converting.
- Tags_Will revert after reading the email: Leads marked as Will revert after reading the email also have high probability of converting.

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?

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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.

Ans. Below are some points which should be kept in mind:

- Making random phone calls won't help the company. Focusing on leads marked as 1 as well as keeping in mind the other factors that make a lead convert have to be kept in mind.
 - To add to the above point, a lead marked as Will revert after reading mail has a very high chance of converting thus such people must be given attention.
 - Similarly working professionals have high conversion rate as a course will bring about growth in their career. Thus, these people must be focused upon. Other such points must also be kept in mind.
 - Immediate or quick action on the lead that is generated. Sometimes delay in approaching a lead can cause loss of a potential customer.
 - Making phone call to a lead after gaining a proper insight into his/her profile would be very beneficial.
 - Making prior appointments before making a call can help us in reducing the number of calls we need to make to a lead.
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. At such times, the company should focus on the probability of lead conversion and not merely on the leads predicted as 1. This means that the company should see the probability of the lead conversion and should act on leads that have very high values of probability of conversion. This will enable them to reduce the number of phone calls and make calls only when it is very important.