

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 which have high lead conversion probability are:

- Tags_will revert after reading mail
- Tags_closed by horizon
- Tags_lost to EINS

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 top 3 dummy variables which increase probability of lead conversion are:

- Tags_closed by horizon
- Tags_lost to EINS
- Tags_will revert after reading mail

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 : The sales team should prioritize their lead follow-up efforts on leads with high lead conversion scores. These include:

- Individuals categorized as management professionals who are actively engaged with the company's products or services.
- Leads who exhibit high website engagement and frequent return visits.
- Leads acquired through sources such as the company's website or direct traffic.
- Additionally, the sales team should spend time on lead classification to identify and prioritize potential leads with high conversion probabilities, thereby optimizing sales team workflow.

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 : Based on the findings of exploratory data analysis, the company should prioritize the use of automated communication channels such as emails, chat bots, and SMS texts for lead engagement. The analysis revealed that leads who respond to these communication channels tend to have higher lead scores. Phone calls should only be pursued with leads who respond to emails. This approach helps reduce the number of phone calls required, freeing up sales team resources to focus on other tasks.