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

Solution:

These are the top three variables that contribute towards the result:

1. Tags\_Lost to EINS
2. Tags\_Closed by Horizon
3. Tags\_Busy
4. 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?

Solution:

The top three categorical or dummy variables that need to be focused on are:

1. Tags\_Lost to EINS
2. Tags\_Closed by Horizon
3. Tags\_Busy
4. 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.

Solution:

The below strategy can be used by ‘X Education’ to ensure maximum conversion :

* Reach out to larger audience and focus only on the potential ones.
* Advertise their course offline and online and employ all possible means
* Collect the data of those customers who visited X-education offline Outlet and Online portals.
* Feed this collected data as input and fetch the details of the customers who are predicted as hot leads
* Reach out to these customers by every possible means and present your course offer in such way which make them convince to purchase the course

Discount on offered course would be good in that time to get more customers.

1. 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.

Solution:

During downtime, the company ‘ X-education’ needs to use below strategy:

1.‘Focus on a smaller section of audience who could be potential customers.

2. Follow the strategy same as above but the only difference is reach out those customers who are having high chances of buying the courses among the potential leads.