

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

Ans : The top 3 variables which contribute most towards the probability of conversion are:

- a. Lead Origin - Add form
- b. Last Activity – had a phone conversation
- c. Current job working professional

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?

Ans

- a. Lead Origin - Add form
- b. Last Activity – had a phone conversation
- c. Current job working professional

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 : Preferably target working professionals, or those who have resubscribed to emails; reach out via SMS to the leads. After they submit a form on the website, they can proceed with the engagement to convert them into 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 : Sent out SMS, reach out via email, if the communication is not reachable via any medium, only then reach out via phone call.