

Q1: 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 in our final model which contributed most towards the probability of a lead getting converted (with their importance) are as follows:

- 1 . "Tags_Lost to EINS" with importance of 9.4
- 2 . "Tags_Closed by Horizzon" with importance of 8.5
- 3 . "Tags_Will revert after reading the email" with importance of 3.7.

These variable is obtained by encoding the "Tags" categorical variable

Q2 : 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 : Top 3 categorical/dummy variable in the model which should be focused most in order to increase the probability of lead conversion are :

- 1 . "Tags_Lost to EINS" with importance of 9.4 : We should focus on lead with tag "Lost to EINS" as it have noticeable conversion rate but have low count. Therefore increasing there count can boost the revenue. We can also make the website attractive and interactive to increase count.
- 2 . "Tags_Closed by Horizzon" with importance of 8.5 : Leads under under tag "Closed By Horizzon" also have appreciable conversion rate. Therefore increasing there count by providing discounts or offers will potentially helps the business to grow financially.
- 3 . "Tags_Will revert after reading the email" with importance of 3.7: Focus is required on leads tagged with "Will revert after reading the email" as they have high count and conversion rate is also good. There are chances that customer forgets to read the email, therefore these leads can be approached and give a reminder (by calling them) can potentially increase the conversion rate.

Q3 : 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 phase of phase hiring interns (basically which has period of 2 months). The following strategy can used to convert all the potential lead.

1 . Focus on the lead having high potential based on the lead score. Lead with higher lead score can be approached with confidence as compared to wasting time on lead with low lead score but predicted as Hot lead (as more patience and time is needed in those cases)

	Prospect ID	Converted	Convert_Probability	Convert_Predicted	Lead_Score
0	3271	0	0.274201	1	27
1	1490	1	0.978665	1	98
2	7936	0	0.274201	1	27
3	4216	1	0.996277	1	100
4	3830	0	0.274201	1	27

2. Based on the importance of tags, i.e lead which are tagged under “Lost to EINS”, “Tags_Closed by Horizzon”, “Tags_Will revert after reading the email”. These tagged leads have higher chances of getting converted, therefore can be approached first. Among these tagged leads, leads which falls under tag “Lost to EINS” have better chances of getting converted as it has higher importance followed by “Closed by Horizzon” and “Will revert after reading the email”.

3. Sales team should prioritize calling leads who responded with specialization as “Working Professional” as they have higher chances of getting converted.

4. Leads who had last activity as “SMS sent” can be focused by new intern as they have higher conversion rate. But not the one with last activity as “Email Opened” even though their count is high but conversion rate is poor, hence need to be taken care by experienced and skilled sales team members.

5. Assign interns to lead who have spent appreciable amount of time on website as they have on average higher conversion rate.

Q4 . 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 order to minimize the rate of useless phone calls when the company reaches its target for a quarter before the deadline. The following strategy can be employed by the sales team.

1. Focus on building good relationship with potential customer to improve the quality of leads.
2. Focus on creating more personalized email and sms for lead with high conversion rate
3. Having an engaging feedback form on website or through email can be a great way to build trust with the lead which further enhances the conversion rate.

4. Having a great referral program, would encourage existing converted lead to build positive image and trust among their contacts or friends for the company. This will generate a organic traffic to the company's website.

5. Frequent perks and discount would encourage the lead to take action hence will decrease the unnecessary and useless phone calls to remind them or ask them to take action (in our case subscribing for a course)

6. A good collaboration, communication and frequent meetings among sales, management and data scientist can help to enhance the model and fine tune it to better meet the demand of the company.

7. At this time, sales team can invest time on lead with poor or low lead score, to understand their need and mindset. And craft a personalized pathway program for them. If the customer or lead seems to be confused or lost, a skilled or experienced sales person should approach or assign to them through "**whatsapp**".