

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

Ans.1 The top three variables in my model which contribute the most towards the probability of a lead getting converted are Tags_Closed by Horizon, Tags_Lost to EINS, Tags_Will revert after reading the email.

Que.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.2 Tags, Lead Source, Lead Origin 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

Que.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.3 First of all the data provided to the interns should be relevant and of best quality so as to maximize the conversion.

Secondly, the data analysis shows various interests of customers like for instance customers who spend more time on their website are more prone to convert. Hence, they should hire someone who can improve the user friendliness of the User interface of the website like the integration of chatbot features and providing all the relevant information to the visitors.

Similarly, they can focus on their marketing and spend on more lucrative ads domains like google (produces most of the leads), etc.

And lastly but most importantly, the interns need to follow up on leads. Because follow up of hot leads is very important if they need to convert it.

Que.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.4 In this case where the target is already achieved, the following can be done:

Building better customer relationship with already converted leads and introduce them to referral bonus if they get their friends to join the platform.

Asking already converted leads to take a higher degree course with added benefits and discounts, once they finish the current course.

Sending relevant free webinar links about career consultation and available courses to the leads which couldn't make up their mind or are confused. This could bring more clarity to them and that can have a higher chance of conversion.