

Question 1

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

Answer 1

The top three variables in the model which contribute most towards the probability of a lead getting converted are

- **Tags**
- **Lead Source**
- **Last Activity**

Question 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 2

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 are

- **Tags_ Lost to EINS**
- **Tags_ Closed by Horizzon**
- **Tags_ Will revert after reading the email**

Question 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 3

During the 2 months when the sales team has interns, it should focus on calling leads based on the probabilistic model that has been built to give the best of accuracy, specificity and sensitivity. Lead score of more than 30 seems to fulfill this criteria. Hence calling leads based on decreasing order of lead scores would ensure the most potential candidates are being contacted first. This is the stage when sales needs to educate potential leads on the products and services offered so that they can be converted into a paying customer.

Question 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 4

Sales team can work on more attractive "reference" campaigns which is an important Lead Source, put more add on Welinkak website, try to work more aggressively on the lead's source that are relatable to the Tag "Will revert after reading the email" which can further improve lead conversions targets for upcoming quarters. No matter how many leads we get, if the type of leads are not from aforementioned categories, it will be difficult to convert them.