

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - a. Tags_will revert after reading the email
 - b. Total time spent on website
 - c. Lead Source Welingak website

So it is evident that the leads who revert to the mail, the leads who spend more time in our website and the leads whose source is through the website “welingak” have the best contribution in categorizing the leads between gets converted vs not.

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?
 - a. Tags (Tags_will revert after reading the email)
 - b. Lead Source (Lead Source Welingak website)
 - c. Last Activity (Last Activity_SMS sent)

Tags which are nothing but the status of the lead, the source of the lead and the last activity from the lead (could be positive or negative) are the key categories to focus on in order to increase the probability of lead conversion.

Especially the response and the source the leads are coming from shows the interest from the leads.

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.

The probability scores helps the intern to pick the right lead and call them accordingly. The data should be enriched before we make a call i.e.. we need to collect more information (if possible) to attract them.

For example, if x is already a customer to us and our current lead(SME) with highest probability is the competitor of x, we can tell them your competitor found the best learning partner and associated with us already.

Check their requirement, check the qualification or the area of interest with the information that they have given during the lead generation like the lead is a CSE graduate and interested in AI, then recommend statistical course or Deep learning course to the lead.

Enrich the data, for each and every lead and convince them accordingly because they have interest in our platform and have a better probability, they are very few steps away from getting converted and such help can lure them easily.

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.

Let's say we have chosen leads only above 80% for the current quarter and achieved or reached the milestone of converting the required lead already.

Now We should focus on the customers from 50%-80% and get the expectation to improve our strategy. For example lets pick 1 from every 5% interval from 50-55%, 55-60%, 60-65% 75-80%. It will be just 6 calls like we have done a stratified sampling to identify the key areas to repair/improve.

We cannot focus on the lower percentage probability leads because they may not even pick our calls. So the quickwin would be from the least percentage that we have chosen for the quarter.