

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

Answer : Lead Origin_Lead Add Form

What is your current occupation_Working Professional

Last Notable Activity_Had a Phone Conversation

Are the top leads contributing.

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 : Last Notable Activity_SMS Sent

, Lead Source_Welingak Website

, Last Notable Activity_Had a Phone Conversation

Can be focused more to convert into a lead.

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 :

Phone Calls: Interns should make phone calls to these high-scoring leads. Develop a structured script that highlights key benefits of the courses, addresses common objections, and encourages immediate enrollment.

Follow-Up Emails: For leads that cannot be reached by phone, send personalized follow-up emails reiterating the value proposition and including testimonials or case studies.

Focus on leads predicted to have a high probability of conversion (those with scores close to 1). Use the lead scores generated by the logistic regression model to prioritize outreach efforts.

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 :

Use the logistic regression model to identify leads with a high probability of conversion. Focus on leads with scores above a certain threshold (e.g., 0.7 or 70%) to ensure that only the most promising leads are contacted.

- Segment leads based on their engagement levels, previous interactions, and lead scores. Create categories such as "High Potential," "Moderate Potential," and "Low Potential" leads. Prioritize outreach to those in the "High Potential" category.

