

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

Answer:

Tags_Lost to EINS - 6.6208

Tags_Closed by Horizzon - 6.0712

Tags_Will revert after reading the email - 4.4926

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:

Tags_Lost to EINS - 6.6208

Tags_Closed by Horizzon - 6.0712

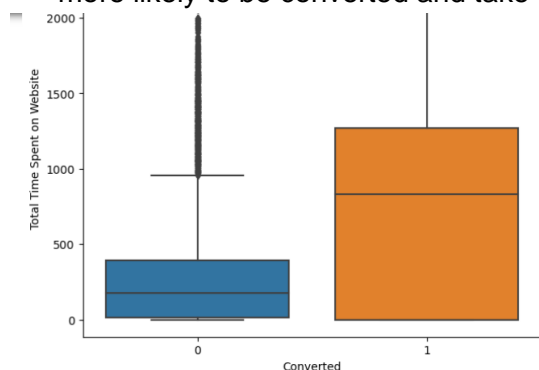
Tags_Will revert after reading the email - 4.4926

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:

A strategy for [hone calls for Lead conversion :

- 1) **Priorities high lead scoring prospect ID** - Based on the lead scores provided in the model, The sales team should focus on communicating and making calls to them as they are more likely to be converted and joining the course.
- 2) **Target and call leads who spend more time on website-** It is noted that there is high correlation between converted and time spent on website. That is 0.51. they are more likely to be converted and take up the course.



- 3) **Customized calls** to cater the needs house wives and working professionals as they are more likely to take up course to get specialized further or resume their career.

- 4) **Quick follow up with leads** – Once we have spoken to high scoring leads over a call, the interns should focus to stay in touch and follow up to get them take quick decision.
 - 5) Give importance to leads from **different sources as well** as we could see that there were conversions from different sources like WeLearn and live chats
 - 6) **High Focus lead source from welingak website** is great source and leads from this source do get converted than others.as it also has a high co-efficient score of 3.7684
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:

Below is the strategy post target reach:

- 1) Send customized mails to the leads to attract them based on the details they have about the leads.
- 2) Update the website with interesting details and testimonials
- 3) Also focus on other source of communication like WhatsApp message, free workshops and social media promotion.
- 4) Last activity of SMS sent has a co-efficient of 1.8632 which will help get more conversions and move the convo further.
- 5) Collect the feedback from interns of type of responses and info received to update the model which will help in getting higher conversion rate