

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

Ans: Lead Source_Reference, Last Activity_SMS Sent, Current_occupation_Working Professional.

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: Lead Source_Reference, Last Activity_SMS Sent, Current_occupation_Working Professional.

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: To make lead conversion more aggressive, they can use a higher cutoff for Lead Score say 70% to get the leads with highest chances of conversion and only call those leads. To the interns, they should implement a system based on performance such that higher performing workers get leads with higher lead score and end of the 2 month period they can have incentives based on performance.

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: In this situation, the leads with very high lead score, say >90 can be just sent automated response with necessary links and steps to follow as they don't need convincing. They should be marked for monitoring and those not converted within 3 days of sending the response should only be called. Rest between lead scores of 70 to 90 should only be called for convincing and the rest can be ignored as the target is achieved already.