

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

Answers:- The top three variables in the model that contribute most towards the probability of a lead getting converted are:-

- Total time spent on the website
- Lead Score (Google)
- Total Visits

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?

Answers:- The top 3 categorical/dummy variables in the model that should be focused on to increase the probability of lead conversion are:-

- Lead Origin (Lead Add Form)
- Lead Source (Google)
- Lead Source (Welingak Website)

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:-

1. Focus on High-Probability Leads:- Sort your leads by their likelihood of conversion and prioritise the top ones.

2. Target Key Lead Sources and Activities:- Concentrate on leads from important sources like "Lead Add Form," "Google," and "Welingak Website."

- Pay special attention to those who recently interacted via "SMS" or "Olark Chat."

3. Optimise Call Timing:- Schedule calls during times when leads are more likely to respond, like mid-morning or late afternoon.

- Don't give up after one call and then follow up with leads who don't answer initially.

4. Personalise Your Approach:- Use the information you have on each lead to make the calls more personal and relevant.

- Train interns to be engaging and persuasive during calls.

5. Leverage Interns' Fresh Ideas:- Encourage interns to come up with new and creative ways to engage with leads.

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 minimise the rate of useless phone calls. Suggest a strategy they should employ at this stage.

Answer:- When targets are met early we can shift the sales team to new projects and limit phone calls to only the most promising leads. By using emails or social media to reach out to others and minimising unnecessary calls.