

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

**Ans:-**The one whose coefficient is highest they are: 1) Tags\_Closed by Horizzon 2) Tags\_Lost to EINS 3) Tags\_invalid number

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:-** 1) Tags\_Closed by Horizzon 2) Tags\_Lost to EINS 3) Tags\_invalid number.

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:**

a) -Phone calls must be done to people

- 1) Wherever Tag levelled as 'Closed by Horizzon', 'Lost to EINS', 'Will revert after reading the email '.
- 2) Lead Source levelled as 'Welingak Website'
- 3) Total Time Spent on Website  
As these are highly positively contributing to model which means they have higher probability to convert to leads.

Phone call must not be done to people

- 1) Wherever Tag levelled as 'invalid number', 'switched off', 'already a student', 'Ringing', 'Not doing further education' there is negative coeff that means we should filter out those as there is high probability that they will not be converted to leads.

b) On the basis of :Total Time Spent on Website

- 1) People spend a lot of time on the website, and this can be done by making the website interesting and thus bringing them back to the site.
- 2) They are seen coming back to the website repeatedly .
- 3) Their last activity is through SMS or through Olark chat conversation.
- 4) They are working professionals.

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:** Phone call must not be done to people

Wherever Tag levelled as 'invalid number', 'switched off', 'already a student', 'Ringing', 'Not doing further education' there is negative coef that means we should filter out those as there is high probability that they will not be converted to leads.

Phone can be done to people wherever Tag levelled as 'Closed by Horizzon', 'Lost to EINS' as these are dominating factors in the model and thus high probability of converting them to leads.

Also, In this condition they need to focus more on other methods like automated emails and SMS. This way calling won't be required unless it is an emergency. The above strategy can be used but with the customers that have a very high chance of buying the course.

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