

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

Ans : Lead Source, Lead Origin, What is your current occupation

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, Last Notable Activity, What is your current occupation

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 :

You can offer some discount or incentives to potential leads to encourage them to signup

To prioritize potential leads which are predicted as 1 by model. It can use its lead scoring system to identify leads with highest potential and target them first.

Taking follow up with leads to increase chances of conversion

They should increase the phone call and technique to increase chance of getting lead..

They can try to increase conversation by increasing communication

Connect with lead from multiple communication channels call, SMS, social media, etc.

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 :

Other than phone calls we can, tell them to focus social media marketing or other other marketing channels, or lead event which can cause interaction and engage with customers, which will help us to reduce phone calls and increase leads by marketing, which will help team to focus on other work and increase footfall by marketing

Can give training about marketing and social media uses which helps for marketing

Connect with customers by SMS, social media channels, increase communication there