

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

Ans: The top 3 variables are

- a) Total Visits
- b) Total Time Spent on Website
- c) Lead Source

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: Top 3 categorical/dummy variables

- a) Lead Source
- b) Lead Origin
- c) Last Activity

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: Assign the ones with higher probability conversion to the interns, which show more promise in conversion. They can assign interns based on the specialization and have corresponding scripts – to have a better and faster connect with the leads. Interns can start sending messages and make calls to prove the leads that this platform/course will help them building their career and finally convert them as customers.

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: For phone conversation, have a cut-off in the probability. E.g. Call only those who have a conversion rate probability that is higher than 85%, Otherwise send a email which has good marketing content such as experience sharing. This will ensure the total time spent on phone-calls is less, but surgical and effective.