

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

Answer:

Tags_ClosedbyHorizon: With Very High Coefficient of 8.5886 indicates customers with this tag have a very high probability to convert.

Tags_LosttoEINS: With a very high coefficient of 7.7900 indicates customers with this tag have a very high probability to convert.

Total Time Spent on Website: With coefficient 4.0484 indicates customers who spent more time on the website have good probability to convert.

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?

What is your current occupation_Working Professional: we should focus on selling our courses more to working professionals this increases the probability of lead conversion.

Tags_Closed by Horizzon: It is noticed that when this tag is used, probability of lead conversion increases, so company should focus on tasks that produce this tag.

Lead Origin_Lead Add Form: This form is very important on websites as customers registering from this form have a high probability of conversion. We should focus on ensuring that users are able to reach this form much more quickly.

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Below strategy can be used during these 2 months with more manpower.

- a. The cut-off of the model can be relaxed to 0.2 instead of 0.3, and the model can run with revised cut-off.
- b. We will have higher no. of predicted converted leads and the sales team can call all those customers.

- c. The company could introduce some offers on the courses to attract the cold leads as well since everyone is contacted via phone calls.
- 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.**

In situations where company has reached its target before deadline, they can follow the below strategy:

The model needs to run on leftover leads.

- a. Phone calls to be made to a lead with a score of 90 or more.
- b. They can send SMS to customers with a lead score between 60-90.
- c. The leads with score below 60 can be ignored in this case.