

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

Answer: Top three variables based on the final model which contributes most towards the probability of lead getting converted are:

- Lead Source_Welingak Website: 5.49
- Lead Source_Reference: 4.14
- Last Notable Activity_Other: 2.02

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?

Answer: i) Lead Source_Welingak Website: 5.49

Leads coming from Welingak have high probability of getting converted, sales team must focus on such leads.

ii) Lead Source_Reference: 4.14

Leads which results from references are hot leads and have high probability of getting converted.

iii) Last Activity_SMS Sent : 1.52

Customers who have sent SMS to X-Education are having high chances of getting converted. Sales team should focus on these leads.

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 : As in last question we have predicted few features which shows what type of leads are having true chances of getting converted, so in such period when sales team have higher bandwidth to reach out prospective customers, they must reach :

- Each and every lead coming from “Welingak” website.
- Each and every customer who are referenced by someone
- Each and every customer who have sent SMS to X-Education
- Target users who have spent a signification time on X-Education website, as “Total Time Spent on Website” also have a good coefficient value of 1.1
- Leads getting generated from Olark chat are also very good leads. Try to reach out every such lead.

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.

Answer: To reduce the frequency of irrelevant phone calls once the company achieves its sales target for a quarter ahead of schedule, the sales team can implement the following tactics:

- Prioritize lead nurturing initiatives such as personalized emails, SMS, and targeted newsletters.
- Implement automated SMS campaigns targeting customers with a high likelihood of conversion.
- Collaborate with sales teams, management, and data scientists to refine models and solicit feedback on effectiveness.
- Develop strategies for offering discounts or incentives to potential customers to spur action.
- Emphasize relationship-building with potential customers through alternative communication channels like email, social media, or chatbots.
- Solicit feedback from existing customers to enhance lead quality and optimize conversion rates.