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

Closed by horizon , will revert after reading the mail , lost to EINS are the top 3 variables that contributed most in attaining a model with above 95% accuracy

1. 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?

Closed by horizon , will revert after reading the mail , lost to EINS have positive coefficient and can be focussed on for better probability of lead conversion.

If we are really thinking from a business perspective hiring an intern and giving him leads which has high potential of conversion and asking him to dial that lead for conversion is something which is not the best plan.

Usually in any field, particularly in sales field, there is something called learning curve. When we have a new sales guy he will take time to understand the product, understand the sales pitch , understand how to build rapport with the customer, understand how to get the need from the customer , map that need to our product, bring him slowly into negotiations, handle objections from the customer and finally get into the pricing of the model. .

Now in 2 months when an intern comes who usually has no attachment for the company and giving him high potential leads is really not a desirable strategy,if we are really thinking from business perspective. But however there is one way where in we can usually get the best out of the interns who are getting hired.

Company can do this way. What ever the lead data set we got that 10,000 odd leads is not all the leads that company has acquired. They might have acquired lacs and lacs of data. and that data might have been used by the existing sales team for their conversions. Whether or not they know if the lead gets converted, they do the calling and do the normal sales pitching process. company can take the used data which is predicted to be in laks, apply machine learning and accuracy here, understand which all the leads are predicted to be converted by the algorithm and are not converted in reality.

These are the leads which are having high chances of conversion but are not converted due too many multiple reasons. we can take out those leads which again are predicted to have high potential ask all the interns to call those leads and make them understand the sales process in the first 15 to 20 days. If anything is getting converted in these, it is a bonus for the company as these are used leads. once they are through with the sales process, they can now get onto the floor with the real potential data on a live basis and they can be given that data for conversions. This way they are learning the sales process from the old used data and they are applying all the skills they have acquired for the last 15 20 days which is predicted to be potential on live basis. This is the way which can help the company to reduce potential data getting misused because of skill gap or correct data giving to a new guy who has no commitment to the company for a long term very early.

1. 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.

1. 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.

Now from the given situation what we can understand is ofcourse, sales team is meant to do sales. But here sales team is not allowed to do phone calls. Without phone calls a sales team cannot approach its customers. But however the very purpose of sales team and its existence is to produce sales. Given the scenario what is understandable from the strategy of the company is company wants sales team to do sales only but it doesn't want to do sales over phone calls to avoid unnecessary calls. Now the strategy with the sales team is to do sales without calling to the customers in a way without calling to the new customers. So ideally what they can do is that it they can call the existing customers, understand if there are any service issues, understand their happiness with the product and take five referrals from each of the converted customer and dialout to those numbers and convert the sales. This will reduce the unnecessary useless phone calls segment but it will increase the purpose full phone calls segment.

Second strategy can be like this. sales team can check the predicted conversions as 1 but not converted. Usually when algorithm predicts that this lead can be converted but in actual essence if it is not converted, it is not just the fault of algorithm itself. It can be a skill gap from the sales side also. sales team can take the data previous data and check which all are the leads where algorithm has predicted it has 1 but not converted and call to those customers because there is a high chance or high probability of converting that customer. Here we are taking an assumption that the person who has called to the customer where algorithm is predicted to be 1 but has not converted it , has a skill gap in converting that customer. Idea what we can do is we can take that leads and give to the new sales guy, experienced and skilled skilled sales guy and ask him to call to the customer again.This will in a way, improve conversions keeping unwanted phone calls segment intact.