

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

Ans: Tags, Lead Origin and Last Notable Activity are the top three variables in the model which contribute most towards the probability of a lead getting converted.

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. Tag_Lost to Competitors, Tags_Reply Awaited, Lead Origin_Lead Import are the dummy variables which should be focused the most on in order to increase the probability of lead conversion.

Lost to Competitors includes: Closed by Horizzon, Lost to Others, in touch with EINS, Lost to EINS

Reply Awaited includes: In confusion whether part time or DLP, Still Thinking, Will revert after reading the email

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. Since there is no time constraint, leads that are lost to competitors can be approached as well. In this case, understanding pricing of competitors and providing offers accordingly might be useful.

Considering leads that were imported from other sources only after all other leads are contacted.

Following up with leads which have shown interest and will be replying after reading mail can be really helpful. Organizing individual alumni and doubt sessions can help in closing the leads.

Working with development team in making landing page more user friendly.

Allocating lesser budget on channels like Magazines, Newspapers, Digital marketing etc, and increasing the budget on Referrals.

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. Since there are time constraints, focus should be on the leads that are most likely to convert.

Following up with leads which have shown interest and will be replying after reading mail can be really helpful. Organizing small group alumni session and doubts sessions can help in closing the leads.

Providing time sensitive offers can increase the number of converted leads in a short time interval.

Focusing on leads that came through reference or are working professionals may also be useful.

Filtering out leads and excluding where the email had bounced, interested in other courses or preferring leads who spent higher amount of time on website.