Subjective Questions and Answers

Que1.Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Answer: The top three variables that contribute the most towards probability of a lead getting converted are:

1. Tags: Specifically, the presence of certain tags such as "Closed by Horizzon" ,"Lost to EINS," and "We will revert after reading the email" indicate a higher likelihood of lead conversion.

2. Lead Score: A significant factor is the lead score derived from interactions with the Welingak website. A higher lead score suggests a greater probability of conversion.

3. Last Notable Activity: The most recent notable activity, particularly if it involves sending an SMS, plays a crucial role in predicting the likelihood of lead conversion.

Que2. 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:

1. Tags- Ringing

2. Tags- Switched off

3. Tags- Invalid Number

Que3. 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: To improve lead conversion rates, it is recommended to focus on follow-ups through calls and emails, particularly with leads that exhibit the following characteristics:

1. Focus on leads that have a high chance of converting, such as those tagged with a conversion probability of 1 or specific tags like "Closed by Horizzon ," "Lost to EINS," "We will revert after reading the email," or "Busy."

 2. Give priority to leads that come from the Welingak website and have recently engaged through an SMS. They are more likely to convert.

3. Don't forget leads that originated from the lead add form. They have expressed interest by providing their information.

4. Pay attention to customers who spend a lot of time on your website. They show strong interest and may be more receptive to special offers or promotions. By focusing on these leads and engaging with them

through calls and emails, you can increase your chances of converting them into customers.

Que4. 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 maximize lead conversion rates, it is advisable to avoid leads with certain tags that indicate a low probability of conversion.

These include tags such as "Ringing," "Switched off," and "Invalid number." Leads with these tags are less likely to convert, so it would be prudent to focus efforts on leads that do not have these tags. Additionally, it is important to note that leads who have specifically opted for "Do not email" should still be contacted through phone calls. While their conversion probability may be low due to their preference to not receive emails, there is still a chance that they can be persuaded through personal communication. Therefore, it is recommended to prioritize contacting these leads via phone calls. By avoiding leads with tags that indicate low conversion probability and proactively reaching out to leads who have opted for

"Do not email," the overall effectiveness of lead conversion strategies can be enhanced