

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

*Answer: These are the top variables that contribute most towards the probability of a lead getting converted are –*

- ✓ *Tags.*
- ✓ *Last Notable activity.*
- ✓ *Lead Source*

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: These 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 –*

- ✓ *Tags, Closed by Horizzon*
- ✓ *Tags, Lost to EINS.*
- ✓ *Last Notable Activity, SMS Sent*

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: Phone calls must be done to people if –*

- ✓ *They spend a lot of time on the website, and this can be done by making the website interesting and thus bringing them back to the site.*
- ✓ *They are seen coming back to the website repeatedly*
- ✓ *Their last activity is through SMS or through Olark chat conversation*
- ✓ *To the ones who filled out the forms.*
- ✓ *Generally, it takes 5 - 6 calls to successfully convert a lead, so if we focus on reducing it to 3 to 4 attempts by taking appointments and calling, sending emails and providing the right information and keeping the leads in touch, there will be more time available which can be used to convert still more leads.*

*We also conclude the following points from the model:*

- ✓ *The company should make calls to the leads coming from the Tags having "Closed by Horizzon", "Lost to EINS" & "Will revert after reading the email" as these are more likely to get converted.*
- ✓ *The company should make calls to the leads coming from the lead sources "Welingak Websites" and "Olark Chat" as these are more likely to get converted.*
- ✓ *The company should make calls to the leads who are the "working professionals" as they are more likely to get converted and avoid calling those who have "not provided their Current Occupation".*

4. Similarly, at times, the company reaches its target 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: Phone calls must be done to people if –*

- ✓ *At times when the company's aim is to not make phone calls, but at the same time, if the companies don't want to lose the potential leads, we can narrow down the number of leads to be called by identifying the "hot leads" who have a higher conversion rate.*
- ✓ *We can send e-mails or posts about the new work or existing available programs/courses to other people to keep in touch with them.*
- ✓ *In our final model, the leads whose lead score is greater than 32% are considered potential leads. The conversion rate is around 94%.*
- ✓ *The customers who should be contacted are the customers whose "Lead Score" is equal to or greater than 85. They can be termed as 'Hot Leads'.*
- ✓ *In this condition they need to focus more on other methods like automated emails and SMS.*