

Question/Answers for Subjective Questions

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

Answer 1 The Top 3 variables contributing towards the probability of lead getting converted are:-

- Tags – Closed by Horizon
- Tags – Lost to EINS
- Tags – Will revert after reading the email

All the above stated variables are having high positive coefficients. Therefore, positively contributing towards the lead conversion.

Question 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 2 To increase the probability of lead conversion, variables with high positive coefficients should be targeted. These variables are:-

- Tags – Closed by Horizon
- Tags – Lost to EINS
- Tags – Will revert after reading the email

Question 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 3

- To make the lead conversion more and more aggressive at this stage we can focus on clients with lower lead Scores as well.
- Earlier we have chosen a cutoff of 30 and Clients having a lead score beyond 30 were targeted. Now we can reduce the Cutoff value so that clients with lead Scores as low as 10 can also be targeted.
- Already converted leads can be contacted for referrals. Referrals should be focused on as they have high chance of being converted because on influence of already converted lead.
- Will revert after reading the Email was a major factor contributing towards lead conversion. Hence, attractive emails offering discounts should be sent to prospective leads.

Question 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 4

- During this period company can focus on marketing the products much more. Marketing can be done on platforms such as televisions, colleges etc.
- Providing offers to already converted leads to provide referrals. Provide leads with Emails with attractive offers.
- X-Education can form collaborations with a Companies related to the courses offered. So that, employees of companies can be trained through X-education only.
- Free Courses, books, blogs etc. should be provided by X-Education, so that leads spend much more time on their platform. The leads spending more time on the Platform have higher chance of being converted.