

Subjective Question Answers:

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

Ans:

- Total time spent on website
- Lead Origin_Lead Add Form
- What is your current occupation_Working Professional

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:

- Lead Origin_Lead Add Form
- Lead Source_Welingak Website
- Last Activity_Had a Phone Conversation

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: To make a lead conversion more aggressive during the intern hiring period, X education can employ below strategies:

- Leads with higher Lead Scores should be prioritized for phone calls or contact. These hot leads should receive special attention, such as assigning a dedicated Support Point of Contact (SPOC) to a small group of high-scoring leads, as they have a strong likelihood of conversion, so we can deploy interns for this activity for higher conversions.
- Focus on lead with higher potential like- Total time spent on website, Lead Origin_Lead Add Form, Working Professional as Occupation which has a higher chances of conversion.
- Influence powerful communication- We should focus on the leads where we sent the emails or messages and they have opened our emails are more likely to convert.
- References- References are the low hanging fruits. During our intern period we should focus and do more work towards this lead source.
- Unemployed- We have seen that in current occupation unemployed has around 50% of conversion rate, so it will be a better decision to dedicate a suitable time to work on unemployed, while our interning period.

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: During this time, the sales team can focus on below tasks:

- They will target the hot leads who are yet to be converted or on the verge of conversion.
- Focus on lead nurturing through emails or automated messages.
- Rule out the cold leads and identify the warm leads to work in future.

This way they can minimize the rate of useless phone calls and can dedicate their time on the new works.