

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

SOLUTION:

Lead Origin',  
'Lead Source',  
'Last Activity'

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?

SOLUTION:

Lead Origin Add Form  
Lead Occupation Working Professional  
Last 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.

SOLUTION:

From a business perspective, we can say that.

- Its best to update the model frequently, so that it can helps in converting the leads and also we can say the best time to call the potential leads is within few hours after the lead shows interest in the courses as they would have researched recently and it will be fresh in their mind and this helps in conversion of lead into enrolling
- We can group similar kinds of leads so that we can conduct seminars or can have a meeting that can help them understand about the courses they are interested in.
- Along with phone calls, it's better to mail the potential leads as working professionals are also a major part of the potential leads. By email, the working professionals would be attracted towards it.
- While mailing, it is good to send personalized message along with the mail as it can have impact on the leads, and we must then focus and follow up on the leads who opened the mails and have gone through the it
- Generally, it takes 5 - 6 calls to successfully convert a lead, so if we focus on reducing the number of calls, it can help in attaining other potential leads. We can reduce the number of call by proper scheduling and explaining complete details and resolving any doubts the lead has.

- The customer/leads who fills the form are the potential leads who will very eager to know about the course and opportunity that will be provided to them. Hence following up with them is also good option to be considered.
- We will have to focus on the leads who have spent a significant amount of time on website as they might be very interested and they might just need small push to get converted.
- We should try to avoid leads who have provided false information, we can check that by sending out mails and SMS, if the mail bounce back , it is good to drop them from leads

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.

**SOLUTION:**

When a company has reached its target for the quarter well before the deadline, that means that they were able to convert the potential leads. As they have reached well before deadline, they can focus on the leads who are in between range of 60 - 80% and because they would be working on some new work, and the company would prefer the team not to make phone calls unless its necessary so the team can focus on sending mails and messages and try to make them hot leads.