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

In my final model, all variables are Categorical. Hence the answer for first and second question is same.

- **What is your current occupation Working Professional   3.78**
- **Tags lost to competitors   3.33**
- **What is your current occupation Unemployed   2.97**

Q: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.

In my final model, all variables are Categorical. Hence the answer for first and second question is same.

- **What is your current occupation Working Professional   3.78**
- **Tags lost to competitors   3.33**
- **What is your current occupation Unemployed   2.97**

Q: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.

Following are the strategies to employ an aggressive phenomenon for the lead conversion:

- **Working Professionals are the most prominent factor for predicting the hot leads.**
- **Tags which suggest that clients are lost to competitors should rather be focused more than ignoring them.**
- **Clients which are student or unemployed could be a potential hot lead.**
- **Leads which are generated from Welingak website should be given importance and call should be made to them.**
- **Clients who are reverting to the mails are also the prominent customers.**

- **It is better to text or mail the client first rather than ringing directly.**
- **Clients which are closed by Horizons or lost to competitors have the highest conversion rate, but these clients are very limited.**
- **Clients who are in management are most favorable people to opt for this course. They are good in leads as well as response rate.**
- **Clients who are from Banking, Investment and Insurance Domain are the most prominent leads.**
- **The organization must way out with giving a free copy of "Mastering The Interview" to save cost as it has minimal effect on lead conversion.**
- **Leads spending more time on the website are more likely to be converted; hence, the organization must work on building a more engaging website.**
- **Western Asian and Eastern Asian countries have good response rate but we have approached less in these countries. Organization can expand its business here.**

Q: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.

   Following strategies would help the sales team to focus on some new work and save their time.

- **It is better to text or mail the client first rather than ringing directly.**
- **Customers whose last Activities were on Olark Chat should not be given much of importance.**
- **Same as for the clients which are already converted to Lead and whose emails are bounced because they might not be interested.**
- **Customers whose numbers are unreachable, switched off; wrong number provided or they are busy should be ignored.**
- **Customers which are interested in other courses should also be ignored.**
- **Customers who disagree with the university should not be called.**