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

Answer: The top three variables (original) which contribute most towards the probability of a lead getting converted are Tags, Lead Source and Last Activity.

1. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

Answer: The top three dummy variables as per the model are Tags\_Lost to EINS, Tags\_Closed by Horizzon and Tags\_Will revert after reading the email.

1. X Education has a period of 2 months every year during which they hire some interns. The sales team 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 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: Since X Education wants to convert almost all possible leads and make as many phone calls as possible, the strategy should be focused on making phone calls to prospective customers in the order of probability of the lead conversion.

Most importantly, the company needs to be mindful of the “do not call” status to avoid any regulatory impact and implications.

So, first the data needs to be filtered basis the column “Do Not Call”.

Within this data, for any given hour, we should select the prospects basis their time zone (considering regulatory requirements), in the order of lead conversion probability, starting from the highest. Within this list of prospects, we should prioritize the ones with “Do Not Email” indicator and a high lead conversion rate.

1. 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: Since the company wants to focus on making fewer phone calls and making them only when it is necessary, the strategy should include filtering data where customers cannot be reached through other sales channels, but the lead conversion rate of the prospect is high. So, the company should target the customers with “Do not Email” indicator, no “Do Not Call” and a very high lead conversion rate. This would result in targeting high conversion rate prospects that cannot be reached via e-mail.

The company can also work towards making the website more engaging, taking feedback from non-conversions and working on that feedback etc.