

Answers to questions asked by Company X

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

Answer: According to the final model, the top three variables that contribute the most to the likelihood of a lead being converted are:

- Lead Source_Welingak Website: 5.39
- 2.93 Lead Source_Reference
- 2.67 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?

Answer: The top 3 categorical/dummy variables in the model on which attention should be concentrated in order to raise the likelihood of lead conversion are as follows:

- **Lead Source_Welingak Website – 5.39:**
In order to generate more leads, we should concentrate our efforts on spending more money on Welingak Website-related activities like advertising.
- **Lead Source_Reference – 2.93:**
To promote more references, we can offer discounts for referrals that result in leads
- **Current_occupation_Working Professional: 2.67**
Based on the engagement impact of working professionals, we should create targeted content and engage them through communication channels.

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 leaders (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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Answer: Based on the provided variables and their coefficients, X Education can use the following tactic to increase lead conversion during the intern hiring period:

- **Concentrate on high-potential leads:** According to the provided coefficients, leads obtained from the following sources are more likely to convert:
 - Working Professional: 2.669665
 - Reference: 2.925326
 - Welingak Website: 5.388662
- The sales team should therefore give calls to leads from these sources' top priority in recruiting interns.
- **Utilize efficient methods of communication:** Leads who have received emails and SMS messages are also more likely to convert. The last activity_SMS sent and last activity_email opened coefficients are correspondingly 2.051879 and 0.942099. Therefore, phoning leads who have received SMS messages or have read emails from X Education should be given priority by the sales team.
- **Increase website traffic by:** With a value of 1.049789, total time spent on the website is another reliable measure of a lead's interest in X Education's services. The sales team should therefore give leads that have spent a lot of time on the website priority when phoning them
- **Develop a multi-channel strategy:** Lastly, the sales team must make sure to contact leads who have contacted X Education via various means. For instance, leads who have utilized the website's Olark Chat function might not have spent as much time there, but they might still be interested in X Education's services. The sales team should therefore be sure to follow up with leads who have interacted with X Education through a variety of channels.

In conclusion, X Education should concentrate on leads from high-potential sources, make use of efficient communication channels, increase website engagement, and maintain a multi-channel approach in order to make lead conversion more aggressive throughout the intern-hiring phase.

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: When the business exceeds its quarterly sales goal before the deadline, the sales staff might adopt the following tactic to reduce the number of pointless phone calls:

- Put your attention on lead nurturing activities like customized emails, SMS messages, and targeted newsletters
- Automatically sending SMS messages to clients who are highly likely to convert
- Work together to improve the model and get input on what worked and what didn't with the management, sales, and data scientist's teams.
- Develop a plan for offering potential clients discounts or other incentives to entice them to act.
- Concentrate on establishing connections with prospective clients using additional contact channels like email, social media, or chatbots.
- To enhance the quality of the leads generated and maximize the conversion rate, collect feedback from current clients.