

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

Ans:

The top 3 variables and their coefficients are:

Lead Source_Welingak Website 5.387708

Lead Source_Reference 2.885927

Last Activity_SMS Sent 2.077642

Higher the coefficient more power the variable has.

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:

The top 3 dummy variables in the model which should be focused on are:

Lead Source_Welingak Website | 5.39

Since Welingak Website brings in more sources, advertising on the website should be a focus

Lead Source_Reference | 2.89:

Provide more incentives to students and urge them to give more reference

Last Activity_SMS Sent | 2.08

Tailored messages should be sent to the prospective clients

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:

Here's the strategy that X Education should follow during the intern-present period:

- Before the intern-period:
 - o Create better touch points on the Welingak website
 - o Keep a refined SMS and Email campaign ready
 - o Boost the incentives and collect referrals from current students
 - o Make their website and landing page engaging
- During the intern period:
 - o Create multiple campaigns using different channel like Email, Phone calls, SMS, Ozark Chat

- The time during the interns availability should be maximized by having them reach out to as many high-conversion sources as possible.
 - A multi-channel approach is crucial.
 - The interns should also focus on targeting the individuals who spent more time on the website as it also holds a higher coefficient value.
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:

- The company should rely on bots like ChatGPT that can hold extremely realistic and real-time conversations with their customers. This way only the most interested queries can be sent to the sales team.
- Create forms using TypeForms that will show whether the candidate is eligible or not.
- Company should have a very clear FAQ page where the frequently asked questions can be answered.
- Company should have whatsapp/ telegram groups for prospective students where student councilors can answer their query and only send the qualified leads to the sales team.
- Basically, what the company needs to do is create effective barriers to filter out the candidates who are unlikely to convert.