

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

Ans.

- a) **Total Time Spent on Website:** Leads who spend more time browsing the website are more likely to be interested in the product or service and therefore have a higher conversion probability.
- b) **Lead Source:** Leads acquired through referrals tend to convert at a higher rate. Referrals often come with built-in trust and positive recommendations, indicating a stronger interest.
- c) **Current Occupation (in some cases):** Depending on your product or service, a lead's current occupation can be a significant factor. For instance, if you offer professional development courses, leads who are students might be less likely to convert compared to working professionals.

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.

- a) **Lead Source_Referenc:** Leads acquired through referrals tend to convert at a higher rate. Referrals often come with built-in trust and positive recommendations, indicating a stronger interest.
- b) **Lead Source_Welingak Website:** Leads acquired through Welingar Website can be a strong indicator of interest, especially if leads have engaged with your content or social media ads.
- c) **What is your current occupation_Working Professional :** Customers' occupation, whether they are students, unemployed, or employed, suggests a heightened intent to purchase, necessitating more immediate attention.

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.

Focus: High-probability leads (model prediction = 1).

Prioritize:

- **Long website visits (Time Spent) & repeat visitors (Page Views).**
- **Referral leads (Lead Source_Reference).**
- **Students (Current Occupation-Student) with industry-readiness pitch.**

Train interns:

- Tailor calls to website behavior (time, pages).
- Highlight X-Education's competitive edge.
- Emphasize industry readiness for students.

Track and improve:

- Monitor conversion rates & call recordings.
- Refine pitches based on data & feedback.

Leverage Tech:

- Utilize CRM for lead management & data analysis.
- Explore call scripting software for targeted pitches.

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.

Skip Calls, Focus on Nurturing:

- Exclude unemployed & early-term student leads (low conversion potential).
- Develop targeted email/social media campaigns with valuable content (reports, webinars).
- Update lead scoring for longer sales cycles.

High-Value Activities:

- Focus on existing client management, partnerships, and sales process improvement.

Bonus:

- Invest in sales enablement & professional development for the team.

- Analyze nurturing campaigns and refine for future use.