

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

The top three variables that contribute most towards the probability of a lead getting converted in the logistic regression model are:

1. Tags_Lost to EINS
2. Tags_Closed by Horizon
3. Tags_Will revert after reading the email

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?

The top three categorical/dummy variables that should be focused on to increase the probability of lead conversion are:

1. Tags_Lost to EINS – Leads with this tag have a high probability of conversion, so prioritizing follow-ups with these leads can be beneficial.
2. Tags_Closed by Horizon – This tag also significantly impacts conversion, suggesting that re-engaging such leads can improve results.
3. Tags_Will revert after reading the email – Since these leads have indicated interest, targeted email follow-ups and engagement strategies can help convert them.

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.

To make lead conversion more aggressive during the 2-month intern period, X Education's sales team should adopt the following strategy:

1. Adjust the Probability Threshold for Lead Scoring
 - Currently, the optimal cutoff for classification is 0.20 (based on model evaluation).
 - Lowering the threshold slightly (e.g., 0.15 or lower) will classify more leads as "hot" (1), ensuring that the sales team reaches a larger pool of potential customers.
2. Prioritize High-Impact Lead Segments
 - Focus on high-converting categories, especially leads with the tags:
 - "Lost to EINS"
 - "Closed by Horizon"
 - "Will revert after reading the email"
 - Engage with leads who spent more time on the website as they have a higher chance of conversion.
 - Target leads from high-converting sources, such as "Reference" and "Welingak Website," while improving conversion from "API" and "Landing Page Submission".
3. Implement a Structured Calling Approach
 - Prioritize calling based on lead scores:

- Top Priority: Leads with a high score (70-100).
 - Medium Priority: Leads with a moderate score (50-69).
 - Lower Priority: Leads below 50 (only if time permits).
 - Allocate interns effectively: Assign different lead categories to interns based on expertise and urgency.
4. Optimize Call Scripts and Timing
- Use data-driven scripts:
 - Personalize based on past interactions, lead source, and tags.
 - Address specific concerns (e.g., for "Will revert after reading the email" leads, emphasize past engagement).
 - Call at peak response hours:
 - Analyze past successful calls to determine the best time slots.
 - Typically, early mornings (9-11 AM) and evenings (6-8 PM) tend to have higher pickup rates.
5. Follow-Up Strategy
- Multi-touchpoint approach: If a lead doesn't respond to calls, follow up with personalized emails, SMS, or WhatsApp messages.
 - Track response rates and adjust: Monitor intern performance and conversion rates, and reallocate efforts dynamically.
6. Real-Time Monitoring and Adjustments
- Use dashboards to track call success rates, follow-up effectiveness, and conversion improvements.
 - Refine strategies weekly based on conversion trends.
- By implementing these strategies, X Education can maximize lead conversion during the intern period and improve overall sales efficiency.

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.

Strategy to Minimize Useless Phone Calls When Quarterly Targets Are Met

When X Education reaches its quarterly target early, the focus should shift to reducing unnecessary phone calls while still maintaining engagement with high-potential leads. The company can employ the following strategy:

1. Increase the Probability Threshold for Lead Classification
 - The current model uses an optimal probability threshold of 0.20 for identifying potential leads.
 - Increase this threshold (e.g., to 0.30 or higher) to classify fewer leads as "hot" and focus only on the most promising ones.
 - This ensures that only the most conversion-ready leads receive direct calls.
2. Prioritize Only the Highest-Scoring Leads
 - Continue engagement only for leads with a score above 80 (out of 100).

- Leads with lower scores (below 80) should be nurtured through automated engagement rather than direct calls.

3. Automate Lead Nurturing (Reduce Direct Calls)

- Instead of calling, use automated email and SMS follow-ups:
 - Personalized Email Campaigns: Send targeted emails based on lead interests and past interactions.
 - Automated WhatsApp/SMS Messages: Provide course updates, discount offers, or FAQs.
- AI Chatbots or Live Chat: Implement chatbots to handle common inquiries without involving the sales team.

4. Use Selective Calling Criteria

- Only call leads that:
 - Respond positively to email/SMS engagement (e.g., click on course links, reply to emails).
 - Have an urgent query or require clarification (e.g., requested a callback).
 - Have shown a sudden spike in engagement (e.g., visited the website multiple times).

5. Focus Sales Efforts on Strategic Initiatives

Since call volume is minimized, the sales team can:

- Work on new lead generation strategies.
- Improve data analysis and customer profiling for better future targeting.
- Develop relationship-building strategies with high-value customers.

6. Regular Monitoring and Adjustment

- Set up dashboards to track call necessity and conversion efficiency.
- If too few leads are converting, gradually lower the threshold to maintain a steady conversion rate.

By raising the lead classification threshold, shifting to automated engagement, and selectively calling only high-priority leads, X Education can reduce unnecessary phone calls while maintaining strong engagement with potential customers.