

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

**Ans:** According to the end model, the top three factors that have the greatest effects on the likelihood that a lead will be turned are:

- ❖ Lead Source\_Welingak Website: 5.39
- ❖ Working Professional as current occupation: 2.67
- ❖ Reference: Lead Source 2.93

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 categorical/dummy factors in the model on which attention should be concentrated in order to raise the likelihood of lead conversion are as follows:

- ❖ Lead Source\_Reference: 2.93  
To promote more references, we can offer discounts for referrals that result in leads.
- ❖ 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 such as promotion.
- ❖ Current\_occupation\_Working Professional: 2.67  
Based on the interaction effect of working professionals, we should create a customized marketing and connect them through communication platforms.

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:** Based on the provided factors and their coefficients, X Education can use the following tactic to increase lead conversion during the student recruiting period:

- ❖ As a result, during the apprentice recruiting time, the sales team should give these prospects priority.
- ❖ Concentrate on high-potential leads: According to the provided statistics, prospects obtained from the following sources are more likely to convert:
  - Working Professional: 2.67
  - Reference: 2.92
  - Welingak Website: 5.38
- ❖ Utilize efficient methods of communication: Leads who have received emails and SMS messages are also more likely to convert. The coefficients for Last Activity\_SMS Sent and Last Activity\_Email Opened are 2.051879 and 0.942099, respectively. Therefore, contacting leads who have received SMS messages or have viewed emails from X Education should be given priority by the sales staff.

- ❖ Maintain a multi-channel strategy: Lastly, the sales staff must make sure to contact prospects who have contacted X Education via various channels. For instance, prospects who have used 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 make sure to follow up with prospects who have interacted with X Education through a variety of platforms.
- ❖ Increase page traffic by: With a score of 1.049789, total time spent on the website is another reliable sign of a lead's interest in X Education's services. The sales staff should therefore give prospects who have spent a lot of time on the website priority when calling them.

In conclusion, X Education should concentrate on leads from high-potential sources, make use of efficient contact channels, increase website engagement, and keep a multi-channel strategy in order to make lead conversion more aggressive during the intern-hiring time.

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:** When the business surpasses its quarterly sales goal before the deadline, the sales team can use the following tactic to reduce the number of pointless phone calls:

- Automatically sending SMS messages to clients who are highly likely to change
- Work together to improve the model and collect input on what worked and what didn't with the management, sales, and data scientist teams.
- Put your attention on lead nurturing activities like customized emails, SMS messages, and focused mailings.
- Develop a plan for offering prospective clients discounts or other benefits to entice them to act.
- Collect client input to enhance the quality of leads produced and increase conversion rates.
- Concentrate on establishing connections with prospective clients via other contact methods like email, social media, or chat bots.