

# **SUBJECTIVE QUESTIONS AND THEIR ANSWERS**

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

**Answer:**

The top three variables based on the final model which contributes most towards the probability of lead getting converted are:

- Lead Source\_Welingak Website: 5.44
- Lead Source\_Reference: 2.94
- Current\_occupation\_Working Professional: 2.69

- 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 that be focused most in order to increase the probability of lead conversion are:

- Lead Source\_Welingak Website: 5.44  
We should allocate a larger budget to advertising and promotional efforts on the Welingak Website to draw in more leads.
- Lead Source\_Reference: 2.94  
Offering discounts for successful referrals that convert into leads is a great way to incentivize more recommendations and foster engagement. It creates a win-win scenario where customers feel rewarded for contributing to the growth of the network.
- Current\_occupation\_Working Professional: 2.69  
We should craft customized messaging and strategically engage working professionals through communication channels that have proven to be most impactful, maximizing their level of engagement. This approach ensures more targeted and meaningful interactions.

- 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.**

**Answer:**

To make lead conversion more aggressive during the intern-hiring period, X Education can employ the following strategy based on the given variables and their coefficients:

- **Prioritize high-potential leads:** According to the analyzed coefficients, leads originating from specific sources demonstrate a stronger likelihood of conversion. Focusing efforts on these sources can optimize resources and improve conversion rates.
  - Welingak Website: 5.435592
  - Reference: 2.939560

- Working Professional: 2.684966
- Therefore, the sales team should focus on reaching out to leads from these high-potential sources, especially during the intern-hiring period, to maximize conversions and efficiency.
- **Utilize impactful communication channels:** Analysis shows that leads who have received SMS messages or opened emails demonstrate a higher likelihood of conversion, with coefficients of 2.200131 and 1.093192 for 'Last Activity\_SMS Sent' and 'Last Activity\_Email Opened', respectively. Consequently, the sales team should prioritize reaching out to these leads to maximize conversion opportunities.
- **Enhancing Website Engagement for Maximum Impact:** The time a lead spends on X Education's website is a strong indicator of their interest, reflected by a coefficient of 1.052744. To capitalize on this, the sales team should prioritize connecting with leads that have spent significant time exploring the website, leveraging their engagement to drive conversions.
- **Adopt a Multi-Channel Engagement Strategy:** The sales team should actively follow up with leads who engage with X Education through various channels. For instance, leads utilizing the Olark Chat feature on the website may not have spent extensive time on the site but could still show significant interest in X Education's offerings. Prioritizing such multi-channel leads can help ensure no potential opportunity is overlooked.

In conclusion, to enhance lead conversion during the intern-hiring period, X Education should prioritize leads from high-potential sources, leverage effective communication channels, strengthen website engagement strategies, and embrace a multi-channel approach to ensure broader and more effective outreach.

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:**

To minimize the rate of useless phone calls when the company reaches its sales target for a quarter before the deadline, the sales team can employ the following strategy:

- Personalize communication through tailored emails, SMS messages, and newsletters.
  - Use automated SMS for leads with high conversion likelihood.
  - Collaborate with sales, management, and data science teams to refine predictive models.
  - Offer discounts or incentives to encourage potential customers to take action.
  - Build relationships using communication channels like social media, email, and chatbots.
  - Gather feedback from existing customers to improve lead quality and conversion rates.
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