

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

Answer: In our model, the top three variables contributing most towards the probability of lead conversion are:

1. Total Time Spent on Website: This variable indicates the level of engagement a lead has with the website. Higher time spent suggests stronger interest and engagement, increasing the likelihood of conversion.

2. Lead Origin (Lead Add Form): Leads generated through the lead add form are likely to be more qualified and interested, as they actively provide information, indicating higher intent to convert.

3. Working Professional Occupation: Leads with a working professional occupation tend to have more disposable income and are likely to be more serious about investing in educational courses, leading to higher conversion rates.

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

1. Lead Origin (Lead Add Form): Leads originating from the lead add form have shown a significant positive impact on conversion probability, suggesting that investing efforts in generating more leads through this channel could yield higher conversion rates.

2. Lead Source (Welingak Website): Leads sourced from the Welingak website also demonstrate a notable positive influence on conversion probability. Focusing on optimizing the website experience and driving traffic to it can potentially enhance conversion rates.

3. Specialization (Not Specified): The absence of a specified specialization indicates a certain level of interest without a clear focus. Targeted marketing efforts and personalized communication to address the specific needs and preferences of these leads can help improve conversion rates.

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: During the internship period, X Education can implement a proactive strategy to maximize lead conversion. They should prioritize leads predicted as 1 by the model, indicating high conversion potential. The sales team can focus on making personalized phone calls to these leads, emphasizing the value proposition of the courses and addressing any specific concerns or questions. Additionally, leveraging automated email workflows to follow up with leads can maintain engagement and provide additional information. Offering limited-time incentives or discounts tailored to the interests of these leads can also encourage swift action. By combining targeted communication, personalized outreach, and timely incentives, X Education can maximize conversion rates during this critical period.

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: During periods when X Education reaches its sales targets early, the focus shifts to optimizing resources and minimizing unnecessary phone calls while exploring new opportunities. Here's a strategy to achieve this:

1. Data Analysis and Segmentation: Conduct a comprehensive analysis of past leads to identify patterns and segments with the highest conversion rates. Prioritize leads with a high likelihood of conversion based on demographic, behavioral, and engagement data.

2. Lead Scoring Refinement: Refine the lead scoring model to prioritize leads that align with current business objectives and target segments. Adjust scoring criteria to reflect changing priorities and focus on leads with the highest potential value.

3. Automated Lead Nurturing: Implement automated lead nurturing workflows using email marketing and content marketing strategies. Provide relevant and valuable content to leads based on their interests and stage in the buying cycle, reducing the need for direct phone calls.

4. Strategic Engagement Channels: Utilize alternative communication channels such as targeted social media advertising, chatbots, and webinars to engage with leads effectively without relying solely on phone calls.

5. Sales Team Training: Provide training to the sales team on consultative selling techniques and effective communication strategies to maximize conversion rates with minimal phone calls.

By adopting these strategies, X Education can optimize its sales efforts, minimize wasted resources, and explore new avenues for growth during periods of early target achievement.