Assignment Subjective Questions

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

    Lead origin_lead add form, Last activity_had a phone conversation, .last activity _sms sent improve the probability for the leads to get converted. Apart from dummy variables, time spent on website is directly related to more conversion rate.

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 dummy variables that improve the probability of on conversion are Lead origin_lead add form, Last activity_had a phone conversation, Last activity _sms sent. Lead add form directly relates to leads coming from Search, Chatbots and adverts, given they might have easy subscription through these.

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?**

    Phone Call Campaign Strategy:
    Prioritize potential leads predicted as "tag 1" for conversion.
    Segment leads based on predicted conversion probabilities, higher probability ones get more resources allocated first
    Implement a phone call campaign:
    - Develop **call scripts** with personalized value propositions.
    - Provide interns with comprehensive **training**.
    - Set up a structured **call schedule** and tracking system.
    - Establish **performance metrics** and incentives for interns.

    Additionally, Emphasize **personalization and engagement** during calls. Implement systematic **follow-up and nurturing** for leads requiring more time. Continuously **collect feedback** and improve the campaign.
    Metrics to Track:
    - **Conversion Rate**: Measure the percentage of potential leads who convert into customers.

- **Call Success Rate**: Track the percentage of successful calls (e.g., leads expressing interest, scheduling follow-ups).
- **Average Call Duration**: Monitor the average length of successful calls to identify patterns or optimize call durations.
- **Lead Response Time**: Measure the time taken to respond to leads' inquiries or requests for information.
- **Conversion Time**: Track the time it takes from the initial call to lead conversion.
- **Intern Performance**: Assess individual intern performance based on their conversion rates or call success rates.

By tracking these metrics, we can gauge the effectiveness of the phone call campaign and make data-driven decisions to improve lead conversion during the internship 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?**

Idea is still to increase the user base while minimizing unnecessary phone calls after reaching sales targets for a quarter, consider the following strategy:
- **Reassess lead prioritization** based on conversion probabilities and focus on high-value or upselling opportunities to the high spending consumers.
- **Utilize alternative channels** like email, social media, and targeted digital marketing campaigns to keep the leads engaged and somehow keeping brand name close to them
- **Emphasize relationship-building activities** such as webinars, workshops, and networking events so that X Education seems open to feedback
- **Invest in content marketing** to educate leads and establish expertise, content eventually increase or decreases the Customer life time value, that should be focus to stay close to the upcoming trends
- **Optimize lead nurturing campaigns** using marketing automation tools for automated personalized communication for the future, given we have extra resources with us
- **Monitor lead behaviour** to identify active and engaged leads for targeted follow-ups, so that a personalized experience can be provided