

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

Based on the coefficients, the top three variables contributing most to the probability of lead conversion are:

- **Total Time Spent on Website (4.4882):** More time spent on the website significantly increases the likelihood of conversion.
- **Lead Origin (0.5813):** The source of the lead has a strong positive impact on conversion probability. Example: Leads that originated through landing page submission and api have high conversion rate.
- **Lead Profile (0.3232):** The profile details of the lead are crucial in predicting conversion success. As an example: lateral student and potential lead are likely to be converted.

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?

Based on the coefficients and p-values, the top three categorical columns with high significance in predicting lead conversion are:

- **Lead Origin (0.5813, p-value: 0.000):** Indicates the origin of the lead is crucial in determining conversion. Again, landing page submission and api plays an important role.
- **Lead Profile (0.3232, p-value: 0.000):** Highlights the importance of the lead's profile in predicting conversion.
- **Last Activity (0.1555, p-value: 0.000):** Reflects the lead's recent activity as a significant predictor of conversion. Example: SMS sent and leads who have opened the emails have high 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.

To maximize lead conversion during the 2-month intern period, X Education's sales team can employ the following strategy:

Strategy: Intensive Lead Follow-Up Campaign

1. Lead Prioritization

- a. **Identify High-Probability Leads:** Use the lead scoring model to filter and prioritize leads with a high probability of conversion (those predicted as 1 by the model). Focus on leads with high

coefficients such as **Total Time Spent on Website, Lead Origin,** and **Lead Profile.**

- b. **Create Segments:** Divide these high-probability leads into segments based on other influential factors like **Last Activity** and **Tags** to tailor the approach.

2. Structured Outreach Plan

- a. **Daily Call Targets:** Allocate a daily target number of calls for each intern to ensure comprehensive coverage.
- b. **Use Scripts and Training:** Provide interns with scripts that address common objections and emphasize the value propositions tailored to each segment.

3. Multi-Channel Approach

- a. **Phone Calls:** Primary method of contact. Ensure interns make personal, engaging, and persistent calls.
- b. **Follow-Up Emails:** After the call, send a follow-up email summarizing the conversation and next steps.
- c. **SMS/WhatsApp:** Use these channels for reminders and quick follow-ups to keep the lead engaged.

- 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.

When X Education reaches its quarterly targets ahead of time and wants to minimize unnecessary phone calls, the company can shift the sales team's focus and employ the following strategy:

1. Alternative Engagement Methods:

- a. **Email Campaigns:** Use personalized and automated email campaigns to nurture leads. Focus on delivering valuable content, updates, and offers to keep leads engaged without direct phone calls.
- b. **Content Marketing:** Share relevant content (blogs, case studies, webinars) that addresses common questions and interests of potential leads. This can help in nurturing leads passively.

2. Lead Research and Database Enrichment

- a. **Lead Enrichment:** Use this time to gather additional information on leads to improve future targeting and personalization.
 - b. **Market Research:** Conduct research to identify new market segments and potential leads for future campaigns.
- 3. **Training and Development:** Use the available time to train the sales team on new techniques, tools, and industry trends.