

Lead Conversion Model

Assignment Questions

Ques1: Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans1: The top three variables in the model that contribute most towards the probability of a lead getting converted are:

- Tags_Closed by Horizon: Coefficient: 5.7010
- Lead Source_Welingak Website: Coefficient: 4.3909
- Tags_Lost to EINS: Coefficient: 4.3704

These variables have the highest coefficients, indicating their strong positive impact on the likelihood of lead conversion according to the logistic regression model.

Ques2: 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?

Ans2:

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

- Tags_Closed by Horizon: Coefficient: 5.7010
- Lead Source_Welingak Website: Coefficient: 4.3909
- Tags_Lost to EINS: Coefficient: 4.3704

These variables, being categorical or dummy variables, play a significant role in influencing the probability of lead conversion. Focusing on these variables can enhance strategies aimed at increasing conversion rates.

Ques3: 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.

Ans3: To make lead conversion more aggressive during the 2-month internship period and maximize phone calls to potential leads, X Education can implement the following strategy:

1) Identify High-Probability Leads:

- a) Utilize the predictive model to identify leads with a high probability of conversion (predicted as 1 by the model).
- b) Focus on the top percentile of leads with the highest predicted scores.

2) Segmentation and Prioritization:

- a) Segment the high-probability leads based on their predicted scores.
- b) Prioritize leads with the highest scores, ensuring that the sales team focuses on those with the greatest likelihood of conversion.

3) Scalable Outreach:

- a) Implement tools and systems that enable scalable and efficient outreach to a large number of leads.
- b) Utilize customer relationship management (CRM) systems to track and manage interactions.

4) Real-Time Feedback Loop:

- a) Establish a real-time feedback loop between interns and experienced sales team members.
- b) Encourage interns to share insights and challenges, fostering a collaborative learning environment.

5) Continuous Optimization:

- a) Regularly analyze the outcomes of phone call blitz campaigns.
- b) Optimize strategies based on conversion rates, feedback, and the evolving dynamics of lead interactions.

Ques4: 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.

Ans4: During periods when the company has already reached its quarterly targets and aims to minimize unnecessary phone calls, the sales team can employ the following strategy:

1) Data-Driven Lead Segmentation:

- a) Utilize historical data and insights from the predictive model to segment leads.
- b) Identify leads that are less likely to convert based on historical conversion patterns.

2) Prioritize Non-Intrusive Channels:

- a) Shift focus towards non-intrusive communication channels such as email, SMS, and targeted social media campaigns.
- b) Emphasize channels that allow leads to engage at their own pace without direct phone calls.

3) Content-Based Nurturing:

- a) Develop and share valuable content tailored to different segments of leads.
- b) Use educational content, newsletters, and updates to maintain engagement without relying heavily on phone calls.

4) Feedback-Driven Optimization:

- a) Gather feedback from leads through surveys or feedback forms embedded in emails.
- b) Use feedback to refine content, messaging, and the overall engagement strategy.

5) Focus on Relationship Building:

- a) Use the period to build and strengthen relationships with existing customers.
- b) Offer exclusive promotions, loyalty programs, or additional support to enhance customer satisfaction.

6) Strategic Events and Webinars:

- a) Host webinars, virtual events, or online workshops targeting specific customer segments.
- b) Encourage participation and interaction without relying on traditional phone calls.

7) Performance Monitoring and Adaptation:

- a) Monitor the performance of the diversified engagement strategy.
- b) Adapt and optimize the strategy based on lead responses, conversions, and overall engagement metrics.

8) Skill Enhancement Programs:

- a) Use the downtime to provide skill enhancement programs for the sales team.
- b) Invest in training sessions focused on improving product knowledge, customer empathy, and communication skills.