Subjective Questions

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

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

Tags: The "Tags" variable category is a significant predictor of lead conversion. Specific tag categories such as "Lost to EINS," "Closed by Horizzon," and "Will revert after reading the email" have the highest positive impact on the probability of lead conversion.

Last Activity: The "Last Activity" variable, with category Had a phone conversation is another important predictor of conversion. Leads classified under "Had a phone conversation" have a significant positive impact on conversion probability.

Last Notable Activity: The "Last Notable Activity" variable, especially activities like "SMS Sent," has a substantial positive influence on lead conversion probability.

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 logistic regression model results, the top three categorical/dummy variables that should be focused on the most in order to increase the probability of lead conversion are as follows:

1. Tags_Lost to EINS with a coefficient of 9.4256: This variable has the highest positive impact on lead conversion probability. Leads tagged as "Lost to EINS" are strongly associated with a higher likelihood of conversion.

2. Tags_Closed by Horizzon with a coefficient of 8.5018: This variable also has a significant positive impact on lead conversion probability. Leads tagged as "Closed by Horizzon" are closely linked to a higher probability of conversion.

3. Tags_Will revert after reading the email with a coefficient of 4.5529: This variable demonstrates the third-highest positive impact on lead conversion probability. Leads tagged as "Will revert after reading the email" are positively correlated with a higher probability of conversion.

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 two-month period when X Education has interns allocated to the sales team, the following strategy should be employed:

1. Prioritize High-Probability Leads: Utilize the predictive model to identify leads that are highly likely to convert, i.e., those predicted as "1" by the model. Focus your efforts on these leads to ensure a higher conversion rate.

2. Lead Scoring: Assign lead scores based on the model's predictions. Focus on leads with the highest scores, indicating a strong likelihood of conversion.

3. Segmentation: Segment potential leads into categories based on their lead scores and engagement levels. Prioritize leads in the "Hot" category with the highest conversion potential.

4. Personalized Outreach: Craft personalized communication strategies for each lead segment. For "Hot" leads, consider phone calls as the primary mode of contact, followed by tailored email follow-ups.

5. Interns' Training: Train the interns thoroughly on effective communication, objection handling, and product knowledge to ensure they can engage with leads confidently.

6. Continuous Monitoring: Regularly monitor the interns' performance and provide feedback for improvement. Keep track of the conversion rates for each intern to identify top performers.

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.**

During periods when the company has already achieved its quarterly sales targets, it's crucial to maintain efficiency and minimize unnecessary phone calls. Here's a strategy to employ during these times:

1. Data Analysis and Refinement: Invest in analyzing customer data to identify patterns and behaviors. Refine the lead scoring system to prioritize leads with the highest potential for future conversions.
2. Content Marketing: Focus on creating valuable content, such as blog posts, webinars, or whitepapers, that educates potential leads. Share this content through email newsletters and social media to engage leads without direct phone calls.
3. Automated Follow-Ups: Implement automated email workflows that send personalized follow-up emails based on lead interactions with the company's website or content. Automation ensures timely communication without manual interventions.
4. Social Media Engagement: Leverage social media platforms to engage with potential leads. Respond promptly to inquiries and comments, fostering a positive brand image and building relationships online.
5. Customer Surveys: Conduct surveys to gather feedback from existing customers. Use this information to enhance products/services and tailor future marketing strategies, ensuring customer satisfaction.
6. Sales Team Training: Utilize this period to enhance the sales team's skills. Provide training on advanced sales techniques, objection handling, or product knowledge, preparing them for upcoming challenges.