

ASSIGNMENT SUBJECTIVE QUESTIONS

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

Top Three Variables Contributing to Lead Conversion

- **Total Time Spent on Website:** This variable has the highest coefficient (4.36), indicating a strong positive correlation with conversion probability. Longer engagement on the website suggests higher interest and likelihood of conversion.
- **Lead Source_Welingak Website:** With a coefficient of 5.45, this lead source significantly enhances conversion potential. Focusing on leads from this source can yield a higher return on investment.
- **Lead Source_Reference:** This variable also shows a substantial positive effect (3.46). Referrals typically indicate trust and credibility, making these leads more likely to convert.

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?

Top Three Categorical Variables to Focus On

- **Lead Source:** Prioritize leads from the "Welingak Website" and "Reference." Both sources exhibit the highest coefficients, making them prime candidates for targeted marketing strategies.
- **Last Activity:** Leads showing "SMS Sent" as the last activity are more likely to convert (coefficient of 1.05). Engaging these leads further can enhance conversion rates.
- **Do Not Email:** The negative coefficient for "Do Not Email" (-1.54) indicates that leads opting out of email communication are less likely to convert. Efforts should focus on alternative engagement strategies for these leads.

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.

Strategy for Interns' Hiring Period

During the 2-month intern hiring phase, the sales team should adopt a proactive outreach strategy.

- **Target High-Probability Leads:** Utilize the model to identify leads predicted to convert (TP) and prioritize calls to those with the highest engagement metrics, particularly focusing on those from the "Welingak Website" and "Reference" sources.
- **Personalized Communication:** Tailor the outreach approach based on previous interactions. For instance, leads that have spent significant time on the website should receive personalized messages highlighting relevant offerings.
- **Optimize Scheduling:** Leverage interns to maximize call outreach, ensuring they follow up promptly on leads identified as high-priority.

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.

Strategy for Post-Target Achievement Period

When the company reaches its quarterly targets early, a conservative approach should be taken to minimize unnecessary outreach.

- **Refine Lead Filtering:** Use the model's predictions to filter leads. Only reach out to those with high conversion probabilities or specific engagement behaviors (e.g., recent positive interactions).
- **Set a High Engagement Threshold:** Define stricter criteria for follow-up communications, focusing only on leads with recent significant website interactions or those from top lead sources.
- **Automate Non-Essential Calls:** Implement a strategy that automates calls for less-engaged leads, ensuring that human resources are concentrated on high-value interactions.

By employing these strategies tailored to specific time frames and lead characteristics, the sales team can enhance conversion rates while effectively managing resources.