

Subjective Questions & Answers

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

1. Total Visits

- Leads who visit the platform multiple times are more likely to convert.
- A higher number of visits indicates strong interest in the course.

2. Total Time Spent on Website

- Leads spending more time on the website show a higher probability of conversion.
- The sales team should focus on engaging such leads to improve conversion rates.

3. Lead Source

- The platform or channel from which a lead originates plays a key role in conversion.
 - Understanding which sources generate the most conversions helps in optimizing marketing strategies.
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2. What are the top 3 categorical/dummy variables in the model that should be focused on the most to increase the probability of lead conversion?

1. Lead Origin: Lead Add Form

- Leads who submit the form themselves show a strong intent to enroll.
- These leads should be given high priority for follow-ups.

2. Lead Source: Olark Chat

- Leads engaging via live chat show interest in immediate responses.
- Providing quick and informative responses can improve conversion chances.

3. Last Activity: Had a Phone Conversation

- Leads who have already spoken to the sales team are more likely to convert.
 - A follow-up call with relevant information can help finalize the enrollment.
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3. X Education hires interns for two months every year to assist the sales team. During this period, they want to aggressively convert leads predicted as potential customers (1 in the model). They aim to maximize phone call outreach. Suggest a good strategy for this phase.

1. Develop a structured model focusing on factors such as website engagement, lead source, and last activity.
 2. Assign high-priority leads to interns based on their likelihood of conversion.
 3. Increase outreach through SMS and follow-up calls with personalized communication.
 4. Address common concerns like career benefits, financial options, and course structure.
 5. Use success stories and limited-time offers to create urgency and encourage enrollment.
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4. During some quarters, the company reaches its sales targets early. At these times, they want to reduce unnecessary phone calls and focus on other tasks. Suggest a strategy for this phase.

1. Reduce calls to unemployed leads, as they may not have the financial means to enroll.
2. Avoid targeting students who are already pursuing education and may not need additional courses.
3. Shift focus to email and SMS marketing for maintaining engagement without excessive calls.
4. Utilize this period for refining lead segmentation, analyzing past campaigns, and planning future strategies.