SUBJECTIVE QUESSIONNAIRES

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

Ans: The three most influential variables in the final model that significantly impact the   likelihood of a lead converting are:

- ❖ Total Time Spent on Website
- ❖ Lead Source_Reference
- ❖ Last Notable Activity_SMS Sent

Ques 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?

Ans: The three most important categorical/dummy variables in the model to focus on for increasing the probability of lead conversion are:

- ❖ Total Time Spent on Website
- ❖ Lead Source_Reference
- ❖ Last Notable Activity_SMS Sent

Ques 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.

Ans: Strategies for X Education to Enhance Lead Conversion During Intern Hiring Period:
- ● **Prioritize High-Scoring Leads:** Focus on leads predicted as high-conversion prospects by the model. These individuals are most likely to become paying customers, allowing the sales team to maximize their success rate.

- **Personalize Outreach:** Tailor outreach efforts to potential leads by sending customized emails and making personalized phone calls. Personalized communication can significantly increase conversion rates.
- **Increase Phone Call Volume:** Aim to maximize the number of phone calls made during this period. Phone calls are a highly effective method for converting leads into customers, and increasing call volume can enhance success rates.
- **Offer Special Incentives:** Provide special incentives to potential customers, such as discounts, free trial periods, or other offers, to make the courses more appealing and encourage sign-ups.

Ques 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.

Ans: When the company achieves its quarterly target ahead of schedule, the sales team can redirect their efforts towards activities like lead nurturing and engaging with existing customers. This approach helps maintain customer satisfaction and can create future upselling opportunities.
To reduce the number of ineffective phone calls, the company can implement a lead scoring system that ranks leads based on their likelihood to convert. The sales team can then focus their outreach on the highest-scoring leads, thereby increasing the chances of successful conversions. Additionally, personalized and targeted emails can be sent to lower-scoring leads to nurture them until they are ready to convert.