

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

Ans - Total Time Spent on Website:

A higher time spent on the website indicates a higher level of interest in the courses, reflecting an engaged and motivated prospect.

Lead Source:

Different sources bring in leads with varying quality. For example, leads acquired through targeted marketing campaigns or trusted platforms (like Google Ads or direct referrals) are typically more likely to convert compared to those from less relevant or general sources.

Last Activity:

Leads with recent, meaningful interactions are more likely to convert than those with older or less relevant activities.

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 - Lead Source_Google:

This dummy variable represents leads that originated from Google. Focusing marketing budgets on Google ads or SEO strategies could help attract high-quality leads.

Last Activity_Email Opened:

This dummy variable represents leads whose last activity was opening an email. A positive impact here suggests that email campaigns play a crucial role in keeping leads engaged. Improving the quality of email content, timing, and follow-up strategies could enhance conversion rates.

Specialization_Management:

A high coefficient here would indicate that these leads are more likely to convert. Marketing tailored toward this specialization, such as highlighting management-related success stories or offering targeted discounts, could improve outcomes.

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 - Use Personalized Communication:

Equip interns with scripts and email templates tailored to lead profiles, such as their Specialization, Lead Source, or Last Activity. Personalization improves engagement, even if the contact is initiated by interns rather than experienced sales representatives.

Follow-Up Strategy:

Implement a multi-channel follow-up strategy involving phone calls, emails, and WhatsApp or SMS reminders.

Track Performance and Feedback:

Monitor the interns' daily progress, including the number of leads contacted, conversations held, and conversions achieved. Motivate interns by offering performance-based incentives for achieving high conversion rates, such as bonuses or certificates.

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 - Increase the Probability Threshold for "Hot Leads":

Adjust the logistic regression model's threshold upward (e.g., from 0.5 to 0.7 or higher).

This ensures that only leads with very high conversion probabilities are contacted, reducing the number of low-value calls.

Focus on High-Engagement Leads:

Prioritize leads that show recent and meaningful interactions, such as:

Last Activity indicating actions like "Form Submitted" or "Downloaded Brochure." Leads spending significant Total Time on Website. Leads with these behaviors are warmer and more likely to convert, justifying contact.

Utilize Alternative Engagement Channels:

Instead of phone calls, use non-intrusive channels such as:

Personalized email campaigns tailored to lead interests. Automated WhatsApp or SMS reminders with relevant course details or offers.