

Subjective Questions and their Answers

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

Answer: The top three variables based on the final model which contributes most towards the probability of lead getting converted are:

- Total time spent on website – Welingak
- Lead Source - Reference
- What is your current occupation- Working professional

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?

Answer: The top 3 categorical/dummy variables in the model that be focused most in order to increase the probability of lead conversion are:

- Lead Source_Welingak Website: 5.39
 - More Focus on budget/spend on Welingak Website in terms of advertising, etc. for more attractions of lead.
- Lead Source_Reference: 2.93
 - Giving discounts for providing references which in-turn encourage more references.
- Current_occupation_Working Professional: 2.67
 - Develop personalized messaging and engage working professionals through communication channels based on their engagement impact.

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 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.

Answer: Lead conversion can be made more aggressive during the intern-hiring period, X Education can employ the following ways based to do so:

- Focus on leads with high potential: Based on the given coefficients, leads from the following sources have a higher likelihood of conversion:
 - Welingak Website: 5.388
 - Reference: 2.925
 - Working Professional: 2.669
- Thus, the sales team should prioritize calling leads from these sources during the intern-hiring period.
- Focus on features with positive coefficients for targeted marketing strategies.
- Develop strategies to attract high-quality leads from top-performing lead sources.
- Engage working professionals with tailored messaging.
- Optimize communication channels based on lead engagement impact.
- More budget/spend can be done on Welingak Website in terms of advertising, etc.
- Incentives/discounts for providing reference that convert to lead, encourage providing more references.
- Working professionals to be aggressively targeted as they have high conversion rate and will have better financial situation to pay higher fees too.

'In summary, to make lead conversion more aggressive during the intern-hiring period, X Education should focus on leads from high-potential sources, leverage effective communication channels, maximize website engagement, and maintain a multi-channel approach.'

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.

Answer: To minimize the rate of useless phone calls when the company reaches its sales target for a quarter before the deadline, the sales team can employ the following strategy:

- Emphasize around lead-sustaining exercises like customized messages, SMS's and designated bulletins.
- Sending computerized SMS to clients that have an awesome probability of getting converted.
- Work with the outreach group, the executives, and information researchers to adjust the model and assemble input on what worked and what didn't.
- Make a strategy for limiting or impetuses to likely clients to urge them to take action.
- Focus on building associations with expected clients through other correspondence channels like email, web-based entertainment, or chatbots.
- Accumulate criticism from existing clients to work on the nature of the leads created and advance the change rate.