

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

Ans : 'TotalVisits' , 'Total Time Spent on Website' , 'Page Views Per Visit' contribute most towards the probability of a lead getting converted.

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 Origin, Last Activity, Last Source.

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 : - Since the goal is to convert as many potential leads as possible, prioritize leads that the model predicts as 1 with high probability. In other words, focus on leads with a high predicted probability of conversion based on your predictive model. Implement marketing automation tools to schedule and automate follow-up emails, reminders, and other touch points. This ensures that no potential lead falls through the cracks. Continue to use lead scoring to dynamically update lead priorities based on engagement and behavior. Leads showing interest should receive more attention. Provide the sales team with training on the updated strategy and the use of the predictive model. Ensure they are equipped with the right skills and knowledge to handle leads effectively. Continuously monitor the performance of the strategy, including conversion rates and lead response times. Analyze the results of the strategy and compare them to previous periods without the aggressive 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.

Ans:- When the company reaches its sales target for a quarter ahead of schedule and wants to minimize the rate of unnecessary phone calls while still staying productive, they can adopt a strategy that focuses on optimizing their sales efforts and exploring new opportunities. Take this opportunity to review and streamline sales processes. Identify bottlenecks, redundancies, and areas for improvement. Streamlined processes can reduce the need for unnecessary phone calls. Analyze historical sales data and segment leads and customers based on various criteria such as lead quality, engagement, and

potential for upselling or cross-selling. Prioritize outreach to high-value segments. Invest in content marketing and educational resources. Share valuable content with leads and customers that can help them make informed decisions. This approach builds trust and reduces the need for pushy sales calls. Invest time in market research to identify emerging trends, customer needs, and competitive advantages. This information can guide future sales strategies.