

Assignment Subjective Question:

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:

- Lead Origin_Landing Page Submission: 5.24
- What is your current occupation_Unemployed: 5.20
- Page Views Per Visit: 4.19

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 to increase the probability of lead conversion are:

- **Lead Origin_Landing Page Submission:** Optimize landing pages for clear CTAs and compelling offers to capture engaged leads.
- **Total Time Spent on Website:** Create engaging content and improve website navigation to prolong visitor engagement.
- **Page Views Per Visit:** Ensure easy access to relevant content and use personalized recommendations to encourage exploration.

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.

Answer: To intensify lead conversion efforts during the intern-hiring period, X Education can employ the following targeted strategies based on the provided attributes and their coefficients:

Focus on High-Potential Leads: Prioritize leads from the following sources with higher likelihood coefficients:

- Lead Origin_Landing Page Submission (5.24)
- Page Views Per Visit (4.19)

During this period, the sales team should prioritize contacting leads originating from landing page submissions, and those with a higher number of page views per visit.

Leverage Effective Communication Channels: Leads from Landing page submission and who have received SMS messages show increased conversion probabilities.

- Last Activity_SMS Sent
- Lead Origin_Landing Page Submission

Hence prioritizing the leads from Olark_Chat, lead add form and Landing page submission.

Maximize Website Engagement: Total Time Spent on Website serves as a strong indicator of interest.

- Total Time Spent on Website (2.22)

The sales team should prioritize reaching out to leads who have spent significant time exploring the X Education website.

Maintain a Multi-Channel Approach: Follow up with leads who have interacted through various channels.

- Leads who have engaged through Olark Chat feature (1.78)

Ensure thorough follow-up with leads who have interacted via multiple channels, even if they haven't spent considerable time on the website.

In summary, to bolster lead conversion efforts during the intern-hiring period, X Education should concentrate on leads from high-potential sources, exploit effective communication channels, enhance website engagement, and adopt a multi-channel approach to maximize conversion rates.

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 unnecessary phone calls once the company achieves its sales target for a quarter ahead of schedule, the sales team can implement the following strategic steps:

Focus on Lead Nurturing: Engage in personalized email campaigns, SMS messages, and targeted newsletters. These activities help maintain communication and nurture leads effectively, ensuring they remain engaged and informed about the company's offerings.

Utilize Automated SMS: Implement automated SMS messages to target customers who demonstrate a high likelihood of conversion. By leveraging data insights, the sales team can identify prospects who are most receptive to these messages, thereby optimizing the effectiveness of communication.

Collaborate for Continuous Improvement: Collaborate with various teams including sales, management, and data scientists to refine the existing model continually. Gathering feedback from these stakeholders helps in fine-tuning strategies and understanding which approaches yield the best results.

Implement Incentive Strategies: Develop a strategy for offering discounts or incentives to potential customers, motivating them to take action. This approach can encourage hesitant leads to make a purchasing decision, thus minimizing the need for additional follow-up calls.

Diversify Communication Channels: Emphasize building relationships through alternative communication channels such as email, social media platforms, or chatbots. By expanding the reach beyond traditional phone calls, the sales team can engage with leads in a manner that suits their preferences, enhancing the overall customer experience.

Leverage Customer Feedback: Gather insights from existing customers to enhance lead quality and optimize the conversion rate. By understanding customer preferences and pain points, the sales team can tailor their approach to attract high-quality leads and improve overall conversion rates.

By implementing these strategies, the sales team can effectively minimize the need for unnecessary phone calls while maintaining a proactive approach to lead engagement and conversion.