

Subjective Questions

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

1. Total Visits

- **Positive Contribution**
- A higher number of visits to the platform increases the probability of lead conversion.

2. Total Time Spent on Website

- **Positive Contribution**
- The more time a lead spends on the website, the higher the probability of conversion.
- The sales team should prioritize such leads.

3. Lead Source

- **A crucial feature that should be a key focus area.**
-

2. What are the top 3 categorical/dummy variables in the model that should be prioritized to increase lead conversion?

1. **Lead Origin - Lead Add Form**
 2. **Lead Source - Olark Chat**
 3. **Last Activity - Had a Phone Conversation**
-

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.

Recommended Strategy:

1. Develop a data-driven model considering key variables such as **time spent on the website, total visits, and lead sources**.
2. Provide interns with a **ready-to-use structured model** for lead prioritization.
3. Implement a **structured outreach plan**:

- Regularly send **personalized SMS and follow-up calls**.
 - Build rapport by **understanding customer needs, backgrounds, and financial conditions**.
 - Address their concerns and highlight how the platform/course can **help advance their careers**.
4. **Demonstrate value**—clearly communicate how the course aligns with their professional aspirations, ultimately leading to higher conversions.
-

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.

Recommended Strategy:

1. **Avoid targeting unemployed leads** as they may have budget constraints.
2. **Limit outreach to students**, as they are likely engaged in ongoing studies and may not be interested in enrolling in courses designed for working professionals.
3. Focus on **high-potential leads** by analyzing engagement data, interaction history, and previous conversion patterns.
4. Shift the team's efforts toward **new strategic initiatives**, such as refining lead nurturing processes, enhancing content marketing, or strengthening client relationships.