

**Subjective Questions**

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

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

- Tags\_Closed by Horizon: 6.56
- Tags\_Lost to EINS: 5.48
- Tags\_Will revert after reading the email: 4.52

**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.) The top three categorical/dummy variables in the model that have the highest impact on increasing the probability of lead conversion are:

1. Tags\_Closed by Horizon: This variable has a coefficient of 6.56, indicating that leads with the tag "Closed by Horizon" are more likely to convert into customers compared to other tags.
2. Tags\_Lost to EINS: With a coefficient of 5.48, leads associated with the tag "Lost to EINS" have a higher likelihood of conversion.
3. Tags\_Will revert after reading the email: This variable has a coefficient of 4.52, suggesting that leads who are expected to revert after reading the email are more likely to convert.

These three categorical variables show the strongest positive influence on lead conversion, making them crucial areas to focus on when aiming to increase the probability of conversion.

**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.) To intensify lead conversion efforts during the intern-hiring period, X Education can implement the following strategy based on the provided variables and their coefficients:

1. Focus on leads with high potential: Leads from specific sources have shown a higher likelihood of conversion. These sources include the Tags\_Closed by Horizzon: 6.56, Tags\_Lost to EINS: 5.48, Tags\_Will revert after reading the email: 4.52. Therefore, the sales team should prioritize contacting leads from these sources as they have a higher chance of converting into customers.
2. Leverage effective communication channels: Leads who have been sent SMS messages and have opened emails have demonstrated a greater propensity to convert. Similarly, the Last Activity\_Email Opened variable implies that leads who have actively opened emails from X Education are also more likely to convert. Hence, the sales team should give priority to contacting leads who have received SMS messages or have engaged with email communication from X Education.
3. Maximize website engagement: The Total Time Spent on the Website variable holds a coefficient of 1.049789, suggesting that leads who have spent more time on the X Education website are more interested and have a higher likelihood of conversion. Therefore, the sales team should pay special attention to leads who have demonstrated significant engagement on the website and tailor their communication accordingly.
4. Maintain a multi-channel approach: It is important to follow up with leads who have interacted with X Education through multiple channels. For example, leads who have used the Olark Chat feature on the website may not have spent as much time on the website, but their interaction indicates potential interest. These leads may have a coefficient value associated with the Olark Chat variable. By reaching out to leads who have engaged through various channels, X Education can cover a wider range of potential customers and increase the chances of conversion.

In summary, to drive more aggressive lead conversion during the intern-hiring period, X Education should prioritize leads from high-potential sources, leverage effective communication channels such as SMS and email, maximize engagement on the website, and maintain a multi-channel approach by following up with leads who have interacted through different channels. This comprehensive strategy will help increase the conversion rate and maximize the effectiveness of the sales efforts.

**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.) To minimize the rate of unnecessary phone calls when the company achieves its sales target for a quarter ahead of the deadline, the sales team can implement the following strategies:

1. Focus on lead nurturing activities: Instead of making random phone calls, the sales team should prioritize lead nurturing activities such as personalized emails, SMS messages, and targeted newsletters. These activities help maintain engagement with potential customers and provide them with relevant information, increasing the chances of conversion.
2. Utilize automated SMS messages: By leveraging automated SMS messages, the sales team can target customers who have a high likelihood of conversion. By analyzing customer data and utilizing the predictive model, the team can identify leads with a strong potential to convert and send them personalized SMS messages to encourage them to take action.
3. Collaborate with relevant teams: The sales team should collaborate closely with the management, data scientists, and other relevant teams to fine-tune the predictive model. By continuously gathering feedback on the effectiveness of the model and the outcomes of the lead conversion efforts, they can make necessary adjustments and improvements to optimize the strategy.
4. Offer discounts or incentives: To motivate potential customers to take action, the sales team can develop strategies for providing discounts or incentives. These incentives can create a sense of urgency and encourage leads to make a purchase decision, minimizing the need for unnecessary phone calls.
5. Diversify communication channels: In addition to phone calls, the sales team should focus on building relationships with potential customers through other communication channels such as email, social media, or chatbots. By utilizing these channels, they can engage with leads in a more targeted and personalized manner, reducing the reliance on phone calls.
6. Gather customer feedback: To enhance the quality of generated leads and optimize the conversion rate, the sales team should actively seek feedback from existing customers.

Understanding their preferences, pain points, and experiences can provide valuable insights for refining lead generation strategies and improving the overall conversion process.

By implementing these strategies, the sales team can minimize the rate of useless phone calls while still maintaining a proactive approach to lead conversion. This approach ensures that the team focuses on nurturing leads, utilizing targeted communication, collaborating with relevant stakeholders, providing incentives, diversifying communication channels, and continuously improving based on customer feedback.