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

* Lead Source\_Welingak Website
* Lead Source\_Reference
* Current\_occupation\_Working Professional

1. 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?

* Lead Source\_Welingak Website
* Lead Source\_Reference
* Current\_occupation\_Working Professional

1. 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.

To enhance the intensity of lead conversion efforts during the intern-hiring phase, X Education can implement the subsequent strategy based on the provided variables and their associated coefficients:

Prioritize High-Potential Leads: Utilizing the coefficients at hand, X Education should concentrate its efforts on leads originating from the following sources that exhibit a heightened probability of conversion:

Welingak Website: 5.388662

Reference: 2.925326

Working Professional: 2.669665

Accordingly, during the intern-hiring period, the sales team should accord greater attention to contacting leads stemming from these sources.

Harness Effective Communication Channels: Leads who have both received SMS messages and opened emails demonstrate a stronger inclination to convert. Notably, the coefficients for Last Activity\_SMS Sent and Last Activity\_Email Opened are 2.051879 and 0.942099, respectively. Hence, it is advisable for the sales team to prioritize outreach to leads who have either been sent SMS messages or have engaged with X Education's emails.

Amplify Website Engagement: The extent of time a lead spends on the website, indicated by the coefficient of 1.049789 for Total Time Spent on the Website, serves as a reliable indicator of their interest in X Education's offerings. Consequently, the sales team should also allocate greater effort to contacting leads who have invested considerable time exploring the website.

Employ a Multi-Channel Approach: It is prudent for the sales team to ensure consistent follow-up with leads who have interacted with X Education through various channels. For instance, leads who have engaged with the Olark Chat feature on the website might not have extensively browsed the website but could still possess interest in X Education's services. Hence, the sales team must diligently pursue leads who have utilized multiple channels to connect with X Education.

In summary, to intensify lead conversion efforts during the intern-hiring period, X Education should emphasize leads from high-potential sources, exploit effective communication channels, maximize engagement on the website, and maintain a comprehensive multi-channel engagement strategy.

1. 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.

To minimize the occurrence of unproductive phone calls once the company attains its sales target for a quarter ahead of schedule, the sales team can implement the subsequent approach:

Prioritize Lead Nurturing: Direct efforts towards lead nurturing initiatives, encompassing personalized emails, SMS messages, and precisely targeted newsletters. These endeavors facilitate cultivating relationships and sustaining engagement with potential customers.

Deploy Automated SMS Campaigns: Implement automated SMS campaigns exclusively for customers displaying a high likelihood of conversion. This proactive approach aids in capturing the attention of promising prospects efficiently.

Foster Cross-Functional Collaboration: Collaborate comprehensively with the sales team, management, and data scientists to refine the existing model. Engaging in this collective effort enables the synthesis of valuable feedback regarding successful and unsuccessful strategies, leading to model enhancements.

Strategize Discount and Incentive Offerings: Develop a well-defined strategy for extending discounts or incentives to potential customers, thereby stimulating their motivation to take decisive actions. This tactic contributes to bolstering conversion rates.

Diversify Communication Channels: Broaden the scope of relationship-building by engaging potential customers through alternative communication mediums such as email, social media platforms, and automated chatbots. This multi-pronged approach enhances customer engagement and interaction.

Solicit Customer Feedback: Actively seek insights from current customers to enhance the caliber of generated leads and optimize the conversion rate. Leveraging feedback serves as a critical instrument for refining the lead generation process.

In summary, to mitigate the occurrence of unproductive phone calls after the company achieves its quarterly sales target ahead of schedule, the sales team should concentrate on lead nurturing through personalized communication, implement targeted automated SMS campaigns, engage in collaborative refinements with various teams, strategize impactful discount offerings, diversify communication methods, and gather customer feedback for continuous improvement and optimal lead conversion.