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 in the model created are –

* 1. Lead Origin\_Lead Add Form
  2. What is your current occupation\_Working Professional
  3. Last Activity\_SMS Sent

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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?

Answer – The top 3 categorical variables are –

* 1. Last Notable Activity\_Modified
  2. Last Notable Activity\_Olark Chat Conversation
  3. Last Activity\_Email Bounced

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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.

Answer – The strategy suggestions are as follows –

* 1. Focus on leads generated through the "Lead Add Form" origin, as they show a higher likelihood of conversion. Allocate additional resources and personalized follow-ups to these leads to capitalize on their higher conversion potential.
  2. Prioritize engagement with leads who are identified as working professionals. - Tailor messaging and engagement to highlight how X Education's offerings can align with career advancement goals and professional development needs.
  3. Recognize the effectiveness of SMS communications in engaging leads. - Expand the use of SMS as a communication channel for timely updates, reminders, and personalized offers to maintain active engagement with leads.
  4. Acknowledge that leads whose last notable activity was "Modified" are likely in the decision-making phase. - Implement targeted nurturing campaigns with personalized content and offers to move these leads further down the conversion funnel.
  5. Understand the impact of chat conversations on lead engagement. - Enhance the effectiveness of chat interactions by training staff to provide informative and persuasive responses, ensuring each chat interaction moves leads closer to conversion.
  6. Address issues related to bounced emails promptly to prevent lead disengagement. - Implement email verification processes and proactive follow-ups through alternative communication channels to re-engage bounced leads effectively.

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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.

Answer - The strategy suggestions are as follows –

* 1. Focus on High-Probability Leads - Prioritize leads identified by the predictive model as having a high likelihood of conversion
  2. Implement automated email campaigns with personalized content based on lead behavior and interests.
  3. Allow leads to specify communication preferences (email, SMS) and honor these choices to reduce unwanted phone calls.
  4. Increase engagement through digital channels like social media, webinars, and retargeting ads to maintain interaction without direct calls.
  5. Continuously monitor campaign performance and adjust strategies based on analytics to maximize efficiency and effectiveness.

By focusing on targeted digital communication, respecting lead preferences, and leveraging automation, X Education can effectively minimize unnecessary phone calls while maintaining engagement and conversion rates during periods of early target achievement.

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