

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

Tags_Lost to EINS	8.970135
Tags_Closed by Horizzon	8.071577
Tags_Busy	4.540301
Tags_Will revert after reading the email	4.523072

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?

Tags_Lost to EINS	8.970135
Tags_Closed by Horizzon	8.071577
Tags_Busy	4.540301
Tags_Will revert after reading the email	4.523072

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.

To make lead conversion more aggressive during the two-month period when X Education hires interns, the sales team can implement the following strategy:

- **Segmentation based on lead scores:** The sales team should prioritize potential leads based on their lead scores. The leads predicted as "1" by the model are considered more likely to convert, so they should be given the highest priority for phone calls.
- **Automated lead nurturing:** Implement an automated lead nurturing system that sends personalized emails to potential leads. These emails can provide valuable information about the services offered, testimonials, success stories, and other relevant content to keep the leads engaged and interested.
- **Call scheduling optimization:** Utilize a CRM (Customer Relationship Management) system to efficiently schedule and manage phone calls to potential leads. The system should prioritize high-scoring leads and distribute calls among the interns to maximize outreach.

- **Script and training:** Provide the interns with a well-crafted script that highlights the unique selling points of X Education's services. Offer comprehensive training to the interns to ensure they understand the product offerings and can confidently address any queries or objections from potential leads.
- **Quick response time:** Speed is crucial in lead conversion. Encourage the interns to follow up with potential leads promptly after receiving inquiries or interactions on the website or social media channels. A quick response can significantly increase the chances of conversion.
- **Personalization:** Encourage the interns to personalize their interactions with potential leads. Address leads by their names, reference their specific interests or pain points, and tailor the conversation based on the lead's profile and previous interactions with the company.
- **Incentives and competitions:** Create a competitive environment among the interns by introducing incentives and rewards for successful lead conversions. This can motivate them to be more proactive and diligent in their outreach efforts.
- **Monitoring and feedback:** Continuously monitor the interns' performance, track the effectiveness of different approaches, and provide constructive feedback to help them improve their lead conversion skills.
- **Social proof and testimonials:** Share success stories, testimonials, and case studies with potential leads to build trust and credibility. Positive feedback from satisfied customers can greatly influence the decision-making process.
- **Data-driven optimization:** Continuously analyze the data on lead responses and conversion rates to identify patterns and trends. Use this information to optimize the lead conversion process further and refine the approach as needed.

By employing this comprehensive strategy, X Education's sales team can maximize the conversion rate of potential leads and make the most of the two-month period when they have additional interns on board.

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.

- a) Prioritize lead qualification and scoring.
- b) Personalize outreach to potential leads.
- c) Implement a referral program.
- d) Emphasize content marketing and lead nurturing.
- e) Gather customer feedback and conduct surveys.
- f) Conduct competitor analysis for differentiation.
- g) Invest in sales team training and skill development.
- h) Set new strategic goals and action plans.
- i) Focus on relationship building with potential customers.