

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

The top 3 variables in the model which contribute most towards the probability of a lead getting converted across all the models that we have built are:

- a. Total Time Spent on Website
- b. Last Notable Activity: SMS Sent
- c. Do Not Email: Yes

In addition to the coefficient values being high and being statistically significant at a 5% level, the above variables make sense intuitively as well.

Total Time Spent: Higher time spent is a good indicator of higher engagement, and hence is important for higher conversion.

Last Notable Activity: SMS Sent, is an actionability metric, the prospect is taking a proactive action, hence is important for higher conversion.

Do Not Email: Might not be interested in further details, thus having lower chance of conversion.

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?

The top 3 categorical variables in the model which should be focused on the most to increase the probability of lead conversion are:

Lead Source
Last Notable Activity
Current Occupation

Lead Source: Optimize online marketing spend between the various digital marketing channels

Last Notable Activity: Determine which specific pointed actions taken by the prospect are an indicator of potential conversion.

Current Occupation: Which occupation are more likely to convert vs the others.

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.

Since we have higher manpower to pursue leads, we could consider lowering the cut-off probabilities in the model for classifying someone as a lead.

This would result in a bigger pool of potential leads, which the larger pool of interns can look to convert. The current cut-off value is 0.35.

We can split the prospects into probability of conversion intervals (0.05-0.10, 0.10-0.15, 0.15-0.20, 0.20-0.25, 0.25-0.30, 0.30-0.35) and check the time spent on the website for each of these buckets, reduce the threshold judiciously as long as the time spent on the website is high (cut-off for time spent on the website could be derived basis domain knowledge, the distribution of time spent across prospects).

The rationale is that time spent is a good surrogate for lead conversion. Lowering the threshold too much would simply be unproductive, irrespective of the number of interns at our disposal. A disengaged prospect has a high chance of remaining so, irrespective of the amount of telemarketing one bombards them with.

X Education could also split the interns by course specialization, train them better on the subject matter of the course specialization – which would give a prospective customer more confidence vs just knowing information on the course fees, course duration etc.

In addition, we could put the interns to work on running more paid search, paid social media marketing campaigns, in addition to the tele-marketing activities. Multiple marketing activities always improve ROI vs just focusing on one type of marketing activity.

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.**

During this time, one can raise the threshold cut-off for classifying someone as a hot lead from 0.35 to a higher value. This would reduce the pool of prospects to the ones who have the highest chance of conversion and help optimize resources.

This could also be achieved, by looking at our top 3 variables in Q1 and targeting only those customers who qualify on all 3 variables (High Time Spent AND SMS Sent AND Working Professional).