

SUBJECTIVE QUESTIONS:

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

→ These are the top variables that contribute towards the result

- Total Time Spent on Website
- Total Visits
- Lead Source with elements Google

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?

→ Analysis reveals the top three categorical/ dummy variables crucial for increasing conversion probability:

- Lead Source (Google):
Leads originating from Google exhibit a strong propensity for conversion, suggesting the effectiveness of Google advertising or search engine optimization efforts.
- Lead Source (Direct Traffic):
Direct traffic leads, indicating visitors directly accessing the website, represent an engaged audience likely to convert, emphasizing the importance of brand recognition and direct marketing efforts.
- Lead Source (Organic Search):
Leads from organic search results reflect a high intent audience actively seeking relevant information, presenting a valuable opportunity for conversion through targeted content and search engine visibility.

Leveraging these insights, X Education can prioritize and tailor marketing strategies to capitalize on these top-performing lead sources, optimizing engagement and conversion rates to drive business growth and success.

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.

→ During the two-month period when X Education hires interns to bolster its sales team, the focus is on maximizing lead conversion rates. To achieve this, a proactive strategy involving targeted phone calls to potential leads identified by the predictive model is essential.

Key criteria for prioritizing phone calls include:

- **High Website Engagement:**
Individuals who spend considerable time on the website demonstrate strong interest. Enhancing website appeal can encourage repeat visits, increasing the likelihood of conversion.
- **Repeated Website Visits:**
Users who return to the website multiple times signal sustained interest. Targeting these visitors with personalized phone calls can further nurture their interest and guide them towards conversion.
- **Engagement via SMS or Olark Chat:**
Leads who actively engage through SMS or Olark chat conversations are actively seeking information. Following up with phone calls can provide additional support and guidance, facilitating the conversion process.
- **Working Professionals:**
Targeting working professionals aligns with X Education's target audience. Utilizing phone calls to engage this demographic directly can offer personalized assistance, addressing their specific needs and increasing conversion rates.

By focusing on these criteria and deploying the sales team's interns effectively, X Education can significantly increase its lead conversion rates during this critical period.

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 periods when X Education reaches its quarterly targets ahead of schedule, minimizing unnecessary phone calls becomes a priority. Instead, the

focus shifts towards utilizing alternative communication methods such as automated emails and SMS. These channels can effectively engage potential customers without the need for direct phone calls, except in urgent situations. Additionally, the strategy of targeted phone calls can still be applied to leads with a high likelihood of course purchase.