

Subjective Questions

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

ANS:

- i. **Total Visits**

Impact: Positive contribution

- ii. **Insight:** A higher number of visits to the platform increases the probability of converting a lead into a customer.
- iii. **Action:** Prioritize leads to frequent visits and engage them with personalized content.

2. **Total Time Spent on Website**

- i. **Impact:** Positive contribution

- ii. **Insight:** The more time a lead spends on the website, the higher the likelihood of conversion.

- iii. **Action:** The sales team should focus on such leads and nurture them with relevant follow-ups.

3. **Lead Source**

- i. **Impact:** Crucial feature to focus on

- ii. **Insight:** Understanding which sources drive high-converting leads helps optimize marketing efforts.

- iii. **Action:** Identify and double down on high-performing lead sources for better ROI.

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?

ANS :

1. Lead Origin_Lead Add Form
2. Lead Source_Olark Chat
3. Last Activity_Had a Phone Conversation

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.

ANS:

Aggressive Lead Conversion Strategy for X Education

1. **Develop a Predictive Model** – Rank leads using factors like total visits, time spent, and lead source.
2. **Prioritize Leads** – Focus on **hot leads** first, using a structured follow-up plan.

3. **Multi-Touch Outreach** – Send personalized SMS, make calls, understand problems, and offer tailored solutions.
4. **Build Urgency** – Use limited seats, testimonials, and discounts to drive conversions.
5. **Monitor & Optimize** – Track lead engagement, refine messaging, and train interns regularly.

By combining data-driven insights with proactive engagement, X Education can maximize conversions in the 2-month hiring phase. 🚀

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.**

ANS:

Optimized Sales Strategy After Target Achievement

1. **Filter High-Intent Leads** – Focus on employed professionals with purchasing power.
2. **Avoid Unqualified Leads** – Skip unemployed leads and students unlikely to enroll.
3. **Minimize Calls** – Only call when absolutely necessary; prioritize high-conversion prospects.
4. **Shift Focus** – Engage in market research, analyze past sales data, and improve outreach strategies.
5. **Automate Communication** – Use emails, SMS, and WhatsApp for nurturing low-priority leads.

