

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

Lead Source_Welingak Website	4.711847
Current_occupation_Working Professional	2.778690
Lead Source_Reference	2.206367
Last Activity_SMS Sent	2.160251
Total Time Spent on Website	1.309637
Last Activity_Others	1.287397
Last Activity_Email Opened	1.065703
Specialization_Hospitality Management	-1.056383
const	-1.105905
Specialization_Others	-1.349085
Lead Origin_Landing Page Submission	-1.385766

The three most important **actual variables** (non-dummy variables) that influence lead conversion for X Education are:

- Lead Source
- Current Occupation
- Total Time Spent on Website

Logic Behind Selection of These Variables

1. Lead Source (Coefficient: 4.71 for Welingak Website, 2.20 for Reference)

Why is it important?

- The platform from which a lead originates strongly influences their conversion probability.
- Leads from **trusted sources (Welingak Website, References)** are significantly more likely to convert than others.
- Referral-based leads (word-of-mouth) tend to have higher trust in the institution.

Business Implication:

- Focus marketing spend on the best-performing lead sources.
- Prioritise follow-ups for leads from Welingak and referrals.

2. Current Occupation (Coefficient: 2.78 for Working Professionals)

Why is it important?

- Working professionals often seek career advancement, making them more **financially ready** and **motivated** to enrol in courses.
- Students or unemployed individuals may have less purchasing power or urgency to join.

Business Implication:

- Target **customised course offerings** and **financing options** for working professionals.
- Increase outreach via **corporate tie-ups** and **employee training programs**.

3. Total Time Spent on Website (Coefficient: 1.31)**Why is it important?**

- Higher website engagement indicates **strong interest** and **intent**.
- Leads who spend more time browsing courses, FAQs, and testimonials are actively evaluating their options.
- This suggests a higher likelihood of conversion than casual visitors.

Business Implication:

- Identify and **retarget** visitors who spend significant time but haven't converted.
- Improve **website experience** to keep potential leads engaged.

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?

Lead Source_Welingak Website	4.711847
Current_occupation_Working Professional	2.778690
Lead Source_Reference	2.206367

The top three categorical/dummy variables in the model that should be prioritised to enhance lead conversion likelihood are:

- **Lead Source_Welingak Website (4.71):** Increasing marketing spend on the Welingak Website, including targeted advertisements and promotional efforts, can help generate more high-quality leads.
 - **Current Occupation_Working Professional (2.78):** Customised communication strategies tailored to working professionals' preferences and engagement patterns can improve conversion rates.
 - **Lead Source_Reference (2.21):** Implementing referral incentives, such as discounts or rewards for successful lead conversions, can encourage more referrals and improve overall lead acquisition.
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.

Lead Conversion Strategy for X Education During Internship Phase

Since X Education wants to aggressively convert potential leads during the two-month internship period, they should optimise their lead conversion efforts by **prioritising high-intent leads and maximising intern productivity**. Here's a structured strategy they should follow:

1. Adjust the Lead Scoring Model Threshold

- The **current model** predicts a probability score for each lead, which is then converted into a binary output (0 or 1) based on a default threshold (typically **0.5**).
- **Lower the threshold** (e.g., **0.3 - 0.4**) to increase the number of leads classified as '1' (potential conversions).
- This will ensure more leads are classified as high-priority, allowing interns to focus on a **larger pool of potential customers**.

2. Prioritise High-Intent Leads

Since calling all leads is not feasible, prioritisation is essential:

- **Use past data** to identify characteristics of successfully converted leads (e.g., engagement level, last interaction time, interest in premium courses).
- **Segment leads** based on:
 - **High priority:** Leads with high scores (0.7 - 1.0) and past engagement.
 - **Medium priority:** New leads or those with moderate scores (0.4 - 0.7).
 - **Low priority:** Leads with low engagement (below 0.4).

3. Intern Call Allocation Strategy

Since there are only **10 interns**, optimise their workload:

- Assign **daily call quotas** (e.g., 40-50 calls per intern).
- Use a **rotational approach**: One group follows up on previous calls while another works on new leads.
- Ensure **call scripts are optimised** for high-impact conversations.

4. Implement a Multi-Channel Follow-Up

Relying only on calls may not be effective. **Increase engagement** through:

- **WhatsApp messages** before and after calls.
- **Personalised emails** with course details.
- **SMS reminders** for those who didn't answer the first call.
- **Retargeting ads** on social media for medium-priority leads.

5. Real-Time Performance Tracking & A/B Testing

- Use **daily tracking dashboards** to measure intern productivity and lead response rates.
- Conduct **A/B tests** on different call scripts and email content to determine the most effective communication approach.
- Adjust the strategy every **2 weeks** based on conversion trends.

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.

Strategy for Minimising Unnecessary Phone Calls When Quarterly Targets Are Met

When X Education reaches its quarterly target **before the deadline**, the focus should shift from aggressive lead conversion to **optimising resource allocation** and **minimising unnecessary phone calls**. Here's how they can achieve this:

1. Increase the Lead Scoring Model Threshold

- Since aggressive conversion is no longer needed, **raise the threshold** for calling only the highest-quality leads.
- Example:
 - Normal period: **Threshold = 0.5**
 - Peak hiring phase: **Threshold = 0.3 - 0.4** (aggressive calling)
 - Post-target phase: **Threshold = 0.7 - 0.8** (highly selective calling)

2. Shift Focus to Digital Engagement

Instead of calling every lead, focus on passive engagement through:

- **Automated Emails:** Send informative content about courses, testimonials, and discounts.
- **WhatsApp & SMS Nudges:** Short, non-intrusive messages with a **call-to-action (CTA)**.
- **Website Chatbots:** Handle FAQs and schedule calls only for genuinely interested leads.

3. Implement a "Call-By-Request" System

- Instead of proactively calling, allow customers to **request a call** via:
 - A **call-back form** on the website.
 - A **WhatsApp reply system** (e.g., "Reply 'CALL' to talk to an expert").
 - **Email CTA buttons** (e.g., "Schedule a free consultation").

4. Reallocate Interns to Other Tasks

With fewer calls needed, interns and sales staff can focus on:

- **Lead Nurturing:** Strengthen relationships with long-term prospects through content marketing.
- **Upselling & Cross-Selling:** Engage existing customers with higher-tier courses.
- **Market Research:** Identify new segments and potential partnerships.

5. Data-Driven Performance Analysis

- Track **conversion rates per communication channel** (calls vs. emails vs. chat).
- Use **AI-driven analytics** to identify the best-performing engagement strategies.
- Reduce intern workload for **low-impact activities**.