

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
- Lead Source\_Reference
- What is your current occupation\_Working Professional

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?

- Prioritize making calls to leads from "Welingak Websites" and "Reference" sources, as they exhibit a higher conversion likelihood.
- Target calls towards "working professionals" among leads, as they demonstrate a higher likelihood of conversion.
- Focus on leads who spend more time on the websites, as they are more likely to convert.
- Prioritize calls to leads from the "Olark Chat" source, given their higher conversion potential.

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.:

An aggressive lead conversion approach can be implemented during the 2-month internship period at X Education, where the sales team has 10 interns allocated. The emphasis should be on making as many phone calls as possible to potential leads predicted as "1" by the algorithm, suggesting a high possibility of conversion. The following approach can be used to accomplish this:

1. High-Probability Leads should be prioritised: Concentrate on leads projected as "1" by the model, which indicate a high possibility of conversion. During the internship phase, these leads are the most promising.

2. Personalised Calling Campaigns : Customise phone call scripts and campaigns for these high-potential leads. To encourage early enrollment, emphasise the benefits of the courses, answer potential concerns, and emphasise limited-time offers.

3. Intern Training: In order to maximise their impact during phone conversations, sales interns should be fully trained in effective communication, objection handling, and persuasive strategies.

4. Personalised Follow-ups: Set up a systematic follow-up strategy for leads who demonstrate interest. Personalised emails or follow-up phone calls can help nurture these leads to conversion.

5. Utilise Multiple Channels: In addition to phone calls, use additional communication channels such as emails and SMS to reinforce messaging and keep in touch with potential leads.

6. Monitor and adapt: Monitor conversion rates on a regular basis and adapt the plan depending on real-time input. Identify and optimise successful ways for continual improvement.

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.

At such time Company should:

- Prioritise relationship-building initiatives like as personalised emails or events to keep existing clients connected and loyal.
- Set aside time for strategic planning for future quarters, recognising developing market trends, and devising novel ways.
- Invest in professional development and training for the sales personnel to help them improve their talents and keep up with industry trends.
- Undertake thorough performance reviews of previous methods, identifying opportunities for improvement.
- Finally, look into strategic partnerships or alliances that can help fuel future growth. Sales can be increased by emphasising these proactive and value-added actions.