

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

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1. The total time spend on the Website.
2. When the lead origin is Lead add format.
3. When the lead source was Welingak website

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 Origin_Lead Add Form, Lead Source_Welingak Website, What is your current occupation_Working Professional

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.

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To make the most of the two-month internship phase and ensure a higher lead conversion rate, the sales team can adopt the following strategy:

1. Develop a Tailored Model

- Build a focused model that incorporates critical variables influencing lead conversion, such as the time spent on the website, total visits, lead sources, and other engagement metrics.
- Use this model to identify and prioritize potential leads who are most likely to convert.

2. Equip Interns with Insights

- Provide the interns with a user-friendly version of the model, which includes lead scores and key insights about each lead.
- Train them on how to approach leads effectively based on their preferences and history.

3. Personalized Outreach

- Implement a multi-touchpoint strategy where interns can establish consistent communication with potential leads via SMS and phone calls.
- Engage leads by addressing their unique challenges, understanding their professional background, and assessing their financial capacity.

4. Demonstrate Value

- Focus conversations on how the platform or course can align with the leads' career goals.
- Highlight success stories and outcomes to build trust and prove the value of enrolling in X Education's programs.

By following this approach, the sales team can leverage the interns effectively to build meaningful connections with potential customers and drive aggressive lead conversions during this targeted 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.

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When the company meets its quarterly targets ahead of schedule, the sales team can shift their focus to more strategic work, ensuring minimal unnecessary phone calls. To achieve this, the following approach can be taken:

1. Prioritize High-Value Leads

- Limit outreach efforts to leads with higher chances of conversion, such as working professionals with a clear need for skill enhancement.
- Avoid spending time on unemployed leads, as they may lack the financial resources to invest in the courses.

2. Exclude Students from Targeting

- Reduce efforts directed toward students, as they are likely already engaged in their academic pursuits and may not be inclined to enroll in professional courses early in their careers.

This refined strategy will help the team allocate resources efficiently while focusing on meaningful engagement during this phase.