Subjective Question & Answer

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

Answer:

The important predictor variables explaining conversion rates according to the logistic regression model are as follows:

1. Tags_Lost to EINS (Coefficient: 6.44) - Here, the effect is positive and very strong. Interpretation: If any given tag has been assigned, there is a very strong probability for conversion.
2. Tags_Closed by Horizzon (Coefficient: 4.56) - This gives it a very high probability of a certain tag converting leads into customers.
3. Last Notable Activity_SMS Sent (Coefficient: 2.77) - With respect to the last notable activity, a lead will convert if it was an SMS sent.

These represent the most positive-valued predictors that imply how these will help create a large likelihood of the numerous predictors included in your logistic regression.

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?**
These are the top three categorical or dummy variables in your model that deserve an attention in shifting toward more probabilities of successful lead conversions.

Answer:
1. Tags: Lost to EINS (6.44)-Lost leads are highly expected to convert. This observation indicates that they probably had at some point shown a glimmer of interest, but whether the opportunity got lost to a competitor remains to be seen: future endeavors should include special offerings and targeted follow-ups to re-engage with these leads.
2. Tags: Closed by Horizzon (4.56)-Leads under this tag also have a high chance of conversion. These leads could have been closed because of other alternative prospecting needs; getting back in touch with them can lead to a sale.
3. Last Notable Activity: SMS Sent (2.77)-If the last notable activity recorded on a lead is "SMS sent", then the lead is 1.71 times more likely to convert. This implies that SMS communication is a very efficient way to reach out to leads, and the company should therefore devote all of its efforts towards fast SMS follow-ups to maximize their chances of conversion.
Recommendation:-High time should be given to follow up with leads tagged as "Lost to EINS" and "Closed by Horizzon" by giving out timely discounts, extra info, or personalized outreach.
-Virtual follow-ups via SMS should be intensified since other characteristics show correlation to higher success in conversions.

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.**

<u>Answer:</u>

X Education seems to really want to work on its lead conversion rates seriously for the two months of internship. Reducing that probability cut-off for the leads to 0.3 or 0.4, giving priority to high-impact leads, developing a multi-channel follow-up sequence, working on better processes for call scheduling, and monitoring performance in real-time-that's their detailed action plan.

The very low cutoff point at the moment is 0.5, which can feasibly move to 0.4 or 0.3. This will give a fair chance to the interns and the other sales personnel to work exclusively upon conversion leads. While this might provide some false positives, perhaps even a few more, it is fully acceptable, since they will get their hands dirty.

In calling the leads, high-impact leads must be assigned to veterans for a personalized touch. An auto CRM must monitor and analyze the responses of the leads for administrative over, ongoing calls, and cleaning up if there is no progress. Calling hours can be optimized to increase the response rate, providing professional working hours and after-hours. A callback plan must be prepared for the leads that go unanswered on first contact.

To maximize conversion, X Education can adopt a daily or weekly performance review where strategies that have given the best results can also be identified, and a lead selection threshold may be adjusted as appropriate. Real-time dashboards can provide visibility on intern performance as well as lead responses.

In conclusion, X Education must adopt a lower probability cut-off, focus on highly impactful leads, adopt a multi-channel approach, optimize the call window, and constantly monitor the performance. This systematic approach will ensure maximum conversion.

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.**

Answer:

During the quarterly target completion process at X Education, emphasis is on reducing redunant phone calls, while still engaging potential high-value leads.

Call Minimization Strategy:

Increase Probability Cut-off (e.g. 0.7 or 0.8) – Only the very hot leads will be picked for the call.

Prioritize Only High-Impact Leads: Call leads tagged as lost to EINS, closed by Horizzon, and sent SMS even while ignoring low-priority leads.

Digital Engagement for All: Engage leads via emails, SMS, and WhatsApp instead of calling.

Implement Callback-Only Policy: Only call leads who take some action in digital outreach (e.g., clicking emails, replying to SMS).

Employ Interns or Automation for Lead Nurturing: Assign interns or automated tools to attend to FAQs and low-priority inquiries.

Nurturing leads under this Minimal Call-Maximum Impact strategy allows the sales team to put their energy in other things.