

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

**Answer:-** These factors include the number of **total visits to the website**, the **total time spent on the website**, and the **page views per visit**. These attributes have the highest impact on the probability of a lead getting converted.

**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?**

**Answer:-** The top three variables in my model, that should be focused on are:

1. Last Activity\_SMS Sent (positively impacting)
2. Last Activity\_Olark Chat Conversation (negatively impacting)
3. Lead Source\_Olark Chat (negatively impacting)

They should focus on sending more SMS notifications and improve the Olark Chat service in order to increase the probability of lead conversion.

**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.**

**Answer:-** During the period when X Education has interns and wants to aggressively convert potential leads, they should employ the following strategy:-

**Focus on High-Probability Leads:** Prioritize leads that have been predicted as '1' by the model, indicating a higher likelihood of conversion. Allocate resources and prioritize phone calls specifically to these leads.

**Increase Phone Call Volume:** Increase the number of phone calls made by the sales team to reach out to as many potential leads as possible. This will maximize the chances of conversion during this intensive phase.

**Personalized Communication:** Ensure that phone calls are personalized and tailored to the specific needs and interests of each lead. Engage in meaningful conversations, address any concerns, and highlight the value proposition of X Education's offerings.

**Prompt Follow-up:** After the initial phone call, promptly follow up with potential leads through email or additional phone calls. Maintain regular communication to keep the lead engaged and address any further questions or concerns they may have.

**Offer Incentives or Limited-Time Promotions:** Provide attractive incentives or limited-time promotions to create a sense of urgency and encourage potential leads to convert. Special discounts, exclusive offers, or additional benefits can motivate leads to take action.

**Track and Analyze Results:** Continuously track and analyze the outcomes of these aggressive conversion efforts. Monitor the conversion rates, assess the effectiveness of different strategies, and make necessary adjustments to optimize the process.

By implementing these strategies, X Education can leverage the presence of interns to make aggressive phone calls to potential leads predicted as '1' by the model. This focused and personalized approach can increase the conversion rate during this dedicated 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.**

**Answer:-** During the period when the company has already reached its quarterly target ahead of schedule and wants the sales team to focus on new tasks, minimizing the rate of unnecessary phone calls can be achieved by implementing the following strategy:

**Lead Qualification and Prioritization:** Focus on thoroughly qualifying and prioritizing leads based on their potential for conversion. Use data analysis, lead scoring, and customer profiling to identify the most promising leads. This ensures that phone calls are made only to leads with a high probability of conversion.

**Targeted Email Marketing:** Shift the focus from phone calls to targeted email marketing campaigns. Personalized and engaging email content that addresses the specific needs and interests of different segments of leads.

**Social Media Engagement:** Leverage social media platforms to engage with leads and customers. Share valuable content, respond to queries, and participate in relevant discussions to maintain an active online presence. This allows the sales team to interact with leads without the need for phone calls.

**Customer Referral Programs:** Encourage existing customers to refer potential leads. Offer incentives or rewards for successful referrals. This can generate quality leads without the need for extensive phone outreach.

**Content Marketing and Thought Leadership:** Invest in content marketing and thought leadership initiatives. Create informative blog posts, articles, whitepapers, or industry reports that establish the company as an authority in its field. This can attract leads organically and reduce the reliance on phone calls.

**Analyze and Optimize:** Continuously analyze and optimize marketing and sales efforts during this period. Monitor lead engagement, conversion rates, and customer feedback to identify areas of improvement and adjust strategies accordingly.

By implementing these strategies, the company can minimize the rate of useless phone calls during the period when targets have been achieved early. This allows the sales team to focus on new tasks while still maintaining effective communication and engagement.