

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

**Answer:** These are the top variables that contribute most towards the probability of a lead getting converted are

- a. Tags\_Closed by Horizon
  - b. Tags\_Lost to EINS
  - c. Tags\_Ringing
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:** These 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 –

- a. Tags\_Closed by Horizon
  - b. Tags\_Lost to EINS
  - c. Tags\_Ringing
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:** Phone calls must be done to people if –

- a. High-Intent Leads – Target users who revisit the website, engage via SMS/Orlark chat, or fill out inquiry forms.
  - b. Lead Score Expansion – Call mid-score leads (50-80) with engagement signals, not just high-score (80+).
  - c. Call Efficiency – Reduce attempts (from 5-6 to 3-4) using scheduled appointments, pre-call emails, and personalized follow-ups.
  - d. Data-Driven Targeting – Focus on leads with specific tags ("Closed by Horizon", "Lost to EINS") and sources (Welingak Websites, Orlark Chat).
  - e. Qualified Leads – Prioritize working professionals; avoid leads with missing occupation details.
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:** Phone calls must be done to people if –

- a) Call Only Hot Leads – Focus on leads with a Lead Score  $\geq 85$ , as they have the highest conversion probability.
- b) Engagement-Based Filtering – Prioritize leads with recent interactions (website visits, chat, form submissions) to further refine calling efforts.
- c) Automated Outreach – Use emails, SMS, and WhatsApp to keep in touch with lower-priority leads and inform them about new/existing programs.
- d) Lead Score Benchmarking – Since leads with a score  $>32\%$  have a 94% conversion rate, leverage this insight for future campaign optimizations.
- e) Process Optimization – Utilize this phase to train interns, improve lead qualification models, and refine automation workflows for better efficiency