

ASSIGNMENT SUBJECTIVE QUESTIONS - ANSWERS

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

ANS: The three leading variables in the final model that exert the most influence on the probability of lead conversion are as follows:

- Lead Source_Welingak Website
- Lead Source_Reference
- Current_occupation_Working Professional

2. What are the top 3 categorical/dummy variables in the model which should be focused the most in order to increase the probability of lead conversion?

ANS: The top 3 categorical/dummy variables within the model that merit heightened attention for enhancing the probability of lead conversion are as follows:

a) Lead Source_Welingak Website:

It is advisable to allocate a greater budget towards Welingak Website promotions, advertisements, and related efforts to attract a larger volume of leads.

b) Lead Source_Reference:

By implementing strategies such as offering discounts for successful lead-converting references could stimulate more referrals and consequently, higher lead conversion rates.

c) Current_occupation_Working Professional:

A prudent approach involves crafting tailored communication strategies targeted at engaging working professionals through channels that resonate with their preferences, thereby maximizing their 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.

ANS: To intensify lead conversion efforts during the intern-hiring period, X Education can deploy a targeted strategy based on the provided variables and their associated coefficients:

- i. **Prioritize High-Potential Leads:** Given the coefficients, leads originating from the following sources hold a stronger likelihood of conversion:
- ii. Welingak Website: 5.388662
- iii. Reference: 2.925326
- iv. Working Professional: 2.669665

Consequently, the sales team should give precedence to contacting leads from these sources during the intern-hiring phase.

a) Utilize Effective Communication Channels: Leads who have been recipients of SMS messages and have engaged with opened emails exhibit higher conversion potential. The coefficients for "Last Activity_SMS Sent" and "Last Activity_Email Opened" stand at 2.051879 and 0.942099, respectively. Therefore, it is advisable for the sales team to prioritize calling leads who have received SMS messages or opened emails from X Education.

b) Enhance Website Engagement: Total Time Spent on the Website serves as an indicative factor of a lead's interest in X Education's offerings, with a coefficient of 1.049789. Hence, the sales team should also emphasize contacting leads who have dedicated a significant duration to exploring the website.

c) Adopt a Multifaceted Approach: Ensuring a multi-channel approach, the sales team should follow up with leads who have engaged with X Education through various channels. For instance, leads who have utilized the Olark Chat feature on the website may not have spent substantial time on the platform but might still display interest in X Education's services. Thus, reaching out to leads who have interacted through multiple channels is crucial.

To recap, for a more proactive lead conversion approach during the intern-hiring period, X Education should prioritize leads from high-potential sources, leverage efficient communication channels, maximize engagement on the website, and maintain a comprehensive multi-channel strategy.

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.

ANS: To reduce the incidence of unproductive phone calls once the company achieves its quarterly sales target ahead of schedule, the sales team can adopt the subsequent strategy:

- i. **Prioritize Lead Nurturing Activities:** Allocate attention to lead nurturing practices like crafting personalized emails, SMS messages, and targeted newsletters. These efforts can help maintain engagement and readiness among potential customers.
- ii. **Employ Automated SMS:** Implement automated SMS messages for customers with a high probability of conversion. This proactive approach can direct focused efforts towards those individuals who are most likely to convert, optimizing the team's time and resources.
- iii. **Foster Cross-Functional Collaboration:** Collaborate closely with the sales team, management, and data scientists to fine-tune the model and collect insights on successful strategies and areas requiring improvement.
- iv. **Incorporate Incentives and Discounts:** Develop a strategy involving incentives or discounts to prompt potential customers to take action. These incentives can act as catalysts to accelerate the decision-making process.
- v. **Diversify Communication Channels:** Embrace a diverse array of communication channels, such as email, social media, or chatbots, to cultivate relationships with potential customers. This broadens the spectrum of engagement options, accommodating varying customer preferences.
- vi. **Leverage Customer Feedback:** Solicit feedback from existing customers to enhance the quality of generated leads and refine the conversion rate optimization process. This input can offer invaluable insights into areas of improvement.

In summary, to mitigate unnecessary phone calls after reaching the quarterly sales target ahead of schedule, the sales team can adopt strategies that involve lead nurturing, automated SMS, cross-functional collaboration, incentives, diversified communication channels, and customer feedback integration.