

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

Ans: The top three variables are:

- 1) Closed By Horizon (Tag)
- 2) Lost to EINS (Tag)
- 3) Will revert after reading the email (Tag).

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?

Ans: The top three categorical/dummy variables to focus on for increasing lead conversion probability are:

- 1) Lead Origin: API and Landing Page Submission
- 2) Lead Source: Google, Olark Chat, Organic Search, and Direct Traffic
- 3) Last Activity: Email Opened and SMS Sent

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 make lead conversion more aggressive during the 2-month internship period, X Education can employ the following strategy:

- 1) Model-Driven Lead Prioritization
  - a) Use a well-trained predictive model considering key features like time spent on the website, total visits, and lead sources.
  - b) Provide interns with a list of leads predicted as likely converters (predicted as 1).
- 2) Personalized Communication Strategy
  - a) Initial Contact: Send personalized SMS messages highlighting program benefits to leads with high conversion potential.
  - b) Follow-Up Calls
- 3) Problem-Solving Approach
  - a) Address financial concerns by discussing available scholarships or payment plans.
  - b) Emphasize how the platform/course can enhance their careers using success stories and testimonials.
- 4) Building Engagement
  - a) Make the website more engaging by showcasing career success stories, interactive content, and testimonials.

- b) Target working professionals on LinkedIn and encourage more references from existing students.
  - 5) Continuous Feedback and Adaptation
    - a) Monitor lead interactions and refine the approach based on intern feedback.
    - b) Adjust communication frequency and messaging to keep leads engaged without overwhelming them.
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: When the company reaches its quarterly target ahead of schedule, the sales team can minimize unnecessary phone calls by employing the following strategy:

- 1) Refine Lead Targeting
  - a) Exclude Unemployed Leads: Since they may lack the budget for the course, focus on other segments.
  - b) Exclude Students: They are less likely to enroll in a course designed for working professionals.
- 2) Prioritize High-Value Leads
  - a) Focus only on leads with the highest predicted conversion probability based on the model.
- 3) Automate Initial Engagement
  - a) Send automated SMS and personalized emails to potential leads instead of making calls.
- 4) Conditional Phone Calls
  - a) Make phone calls only when:
    - i) A lead responds positively to an SMS or email.
    - ii) A lead has shown significant interest (e.g., multiple website visits or webinar sign-ups).