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

- Tags_Closed by Horizzon (Coeff: 4.42) : : A kind of CRM Tool used in lead generation
- Lead Source_Welingak Website (Coeff: 3.9) : Leads that has come from Welingak Website
- Total Time Spent on Website (Coeff: 2.75) : Time spent by the customer on the website

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?

- Tags_Closed by Horizzon : A kind of CRM Tool used in lead generation
- Lead Source_Welingak Website: Leads that has come from Welingak Website
- Tags_Will revert after reading the email: Customers who have received the email & confirmed that they will revert after reading the email

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.

   Hiring MBA interns for this role so that costing can be reduced for training the interns. A minimal KT (knowledge Transfer) for the required job role can be given and KPIs/task can be assigned (cost reduction).
   Providing them with the hot-leads basis of below points:

   - Segregating hot-leads via on the basis of customers' occupation
   - Segregating hot-leads via different channels such as newspapers ad, digital marketing (SEO/SEM), social media marketing, recommendations, employee skill enhancement program in different industries.
   - Determining the customer journey from lead to conversion. We can segregate the customer profile on the basis of number of touchpoints (how valuable the course might be/effective for the individual)

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.

During the period when the company has achieved its quarterly target, the following strategies can be employed to minimize unnecessary phone calls:

- **Highlight Offerings:** Focus on the benefits and potential gains that a new lead could achieve by collaborating with the company.
- **Promote Add-Ons:** Inform potential leads about additional offerings, such as a complimentary course or extra services, alongside their main product.
- **Showcase Achievements:** Provide evidence of past successes and positive outcomes from previous alumni or customers to build trust with new leads.
- **Share Testimonials:** Offer curated testimonials from industry experts related to the company's course offerings to address client demands and concerns.
- **Emphasize Post-Course Services:** Explain the post-course support and services to reassure potential leads and reduce the risk of them turning to competitors.