

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 which are contributing most are

- (a) Tags_Closed by Horizon.
- (b) Tags_Lost to EINS
- (c) Last Notable Activity_SMS Sent

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 3 categorical/ dummy variables are

- (a) Lead Source_Welingkak Website
- (b) Last Notable Activity_SMS sent
- (c) Lead Source_Reference

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. During this period, X Education is looking to make lead conversion more aggressive and convert as many potential leads as possible, here's a strategy they could employ to maximise their conversion efforts:

- (a) Personalized Outreach
- (b) Phone Call Campaigns
- (c) Multi-Channel Approach
- (d) Time Optimized Outreach
- (e) Offer value and Incentives
- (f) Frequent Follow ups
- (g) Feedback Loop and Iteration
- (h) Training and Coaching

By employing this strategy, X Education can optimize their efforts to convert potential leads during the aggressive phase while maintaining a personalized and effective outreach approach.

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. During periods when the company has already achieved its target ahead of schedule and wants the sales team to focus on new work while minimizing unnecessary phone calls, here are some strategies they could employ:

(a) **Performance Review and Training**. Conduct performance reviews for the sales team members and identify areas where they can improve. Provide targeted training sessions, workshops, or webinars to enhance their skills in areas like negotiations, product knowledge, or customer relationship management.

(b) **Prospect Research and Segmentation**. Have the sales team spend time researching and segmenting potential leads prospects. This can involve gathering more detailed information about the leads' needs, preferences, and pain points. Creating detailed buyer personas can help tailor sales approaches and messaging.

(c) **Networking and Relationship Building**. Encourage the sales team to attend industry events, conferences, or online forums to network and build relationships with potential clients. These interactions can foster trust and open up opportunities for future collaboration, reducing the need for cold calls.