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

Ans.

- **Web_Time :** The more the time spent on website of the X education the greater the chances of the candidate being converted to a paying customer.
- **Lead Source_Reference :** Indicates that candidates referred have a greater possibility of being a paying customer.
- **TotalVisits :** Indicates that the more the candidate visits the platform the more are his/her chances of being converted into a paying customer.

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.

- **Lead Source_Welingak Website :** Indicates that this Welingak Website may be talking about the offered course by X education on its platform thus resulting in leads getting converted.
- **Lead Source_Reference :** Indicates that candidates referred have a greater possibility of being a paying customer.
- **Last Activity_Had a Phone Conversation :** Indicates that the candidate is interested in the course and thus is having constant communication over phone.

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.

- **Rank by Confidence:** Even though the model predicts "1" for potential leads, there's usually a probability score behind that prediction. Rank the leads so that the ones with the highest probability of conversion are contacted first.
- **Segment by Demographics/Location:** If available, segment leads by region or other relevant criteria to assign them to interns based on familiarity or language skills.
- **Training:** Conduct a quick but comprehensive training session emphasizing key selling points, handling common objections, and conversion tactics.
- **Set Clear Daily Quotas & Targets:** Establish realistic yet aggressive call and conversion targets for each intern.
- **Follow-Ups:** Plan for multiple call attempts if the lead isn't reached on the first try. Supplement calls with SMS or email follow-ups to increase touchpoints.

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.

- **Score or Probability Analysis:**
  The company should use the existing lead scoring model to rank leads by their likelihood of conversion. Establish a clear threshold score; only leads above this threshold should trigger a phone call.

- **Tier the Leads:**
  Classifying leads into high, medium, and low priority based on engagement levels and potential revenue. This helps in quickly identifying which contacts really require a direct call.

- **Email and SMS Campaigns:**
  For leads falling below the call threshold, set up automated email or SMS sequences to keep them engaged without tying up the sales team's time.