

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 have high lead conversion probability include:

- 1) Tags\_closed by horizon
- 2) Tags\_lost to EINS
- 3) Tags\_will revert after reading mail

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 dummy variables which increase probability of lead conversion include:

- 4) Tags\_closed by horizon
- 5) Tags\_lost to EINS
- 6) Tags\_will revert after reading mail

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 the 2-month period when X Education hires interns for their sales team, they aim for an aggressive lead conversion strategy, with the goal of converting nearly all potential leads predicted as '1' by the model. Here's a suggested strategy:

➔ **Focus on High-Scoring Leads:** Prioritize leads with high lead conversion scores. This includes:

- 1- Management Professionals: Concentrate on working professionals categorized as management professionals.
- 2- Engaged Leads: Pay special attention to leads who spend significant time on the website and return frequently, as they show strong interest.
- 3- Effective Sources: Emphasize leads generated from sources like 'Welingak Website' and 'Direct Traffic,' which tend to have higher conversion rates.

➔ **Lead Classification:** Spend time classifying and creating a list of potential leads with a high probability of conversion. This helps in better managing the workflow within the sales team and ensures efficient utilization of resources.

By focusing on these high-scoring leads and efficiently managing their workflow, the sales team can maximize lead conversion during this crucial period.

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.** The company should prioritize the use of automated emails, chatbots, and SMS texts as part of their lead conversion strategy. Exploratory data analysis has revealed that leads who engage with these communication channels tend to have higher lead scores. Here's how the strategy can be refined:

**Automated Communications:** Invest in automated email campaigns, chatbots, and SMS text messages to engage with leads. These automated channels can efficiently reach out to a large number of leads.

**Engagement Threshold:** Focus on leads who actively respond to emails and text messages. These engaged leads often demonstrate a higher lead score, indicating a greater likelihood of conversion.

**Prioritize Email Replies:** Specifically, concentrate on leads who respond to emails. These leads have shown interest and engagement, making them more promising for further pursuit, including phone calls if necessary.

**Reduced Phone Calls:** By targeting engaged leads who respond to emails and texts, the number of phone calls needed can be reduced. This streamlines the workload for the sales team, allowing them to allocate more time to new opportunities and tasks..