<u>Subjective Questions</u>

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 in my final model which contribute most towards the probability of a lead getting converted are as follows-
   a) Lead Origin_Lead Add Form
      - Higher Total number of Visits to platform, higher the probability of the lead converting into a customer

   b) What is your current occupation_Working Professional
      - Higher the time spent on the website, higher the probability of the lead converting into a customer

   c) Total Time Spent on Website
      - It is the important feature which should be focus

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 in the model which should be focused the most on in order to increase the probability of lead conversion are-

   a) Lead Origin_Lead Add Form
   b) What is your current occupation_Working Professional
   c) Lead Source_Welingak Website

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 enhance lead conversion efforts during the intern-hiring period, X Education can implement a targeted strategy based on key variables and their coefficients-

   - The first step involves prioritizing leads with a higher likelihood of conversion, specifically those sourced from the Welingak Website, Reference, and individuals identified as Working Professionals. This strategic focus capitalizes on the demonstrated correlation between these sources and successful conversions, optimizing resource allocation.
   - Ensure that the sales team prioritizes contacting leads from high-potential sources during the intern-hiring phase. This approach maximizes the chances of conversion by allocating resources effectively and concentrating efforts where they are likely to yield the best results.
   - Concentrate on leads who have received SMS messages or opened emails from X Education. This is a smart move as it targets individuals who have already shown engagement with the provided content, indicating a higher likelihood of conversion.

- Prioritize leads who spend significant time on the website. This recognizes the importance of engagement metrics, indicating that leads who invest time on the website are more likely to convert.

    In summary, your strategic approach is comprehensive and takes into account various factors influencing lead conversion. By prioritizing high-potential sources, strategically allocating resources, leveraging effective communication channels, emphasizing website engagement, and adopting a multi-channel approach, X Education can enhance its chances of successfully converting leads during the intern-hiring 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:-
       To minimize unnecessary phone calls after surpassing the sales target ahead of schedule, the sales team can implement the following strategies:
   - Invest efforts in personalized emails, SMS campaigns, and tailored newsletters to effectively engage and nurture leads. This approach ensures ongoing communication without relying solely on phone calls, fostering a sustained connection with potential customers.
   - Implement automated SMS for customers identified as having a high likelihood of conversion. This streamlines the outreach process, allowing the sales team to maintain effective communication without overwhelming resources with unnecessary phone calls.
   - Encourage collaboration between the sales, management, and data science teams. This collaborative effort aims to refine the existing model and gather insights on effective strategies. By working together, teams can continuously optimize approaches and adapt to changing market dynamics.
   - Develop a strategic approach to providing discounts or incentives to potential customers. This can motivate them to take action without the need for excessive phone calls. Strategically timed offers can capitalize on customer interest and drive conversions.
   - Emphasize relationship-building through diverse communication channels such as email, social media, or chatbots. By expanding beyond phone calls, the sales team can continue engaging leads through channels that may be more convenient or preferred by the customers.
   - Gather feedback from existing customers to enhance lead quality and optimize the conversion rate. By understanding customer preferences and pain points, the sales team can make informed adjustments to their approach, ensuring ongoing improvements in targeting and conversion strategies.

   By implementing these strategies, the sales team can maintain effective communication, nurture leads, and optimize the conversion process without relying solely on phone calls, especially after achieving sales targets ahead of schedule.