

Subjective Questions

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

According to the final model, the top three variables that contribute the most to the likelihood of a lead being converted are:

1. Lead Source Welingak Website: 5.39
2. 2.93 Lead Source Reference: 2.93
3. Current occupation Working Professional: 2.67

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?**

The top three categorical/dummy variables in the model that should be prioritized in order to increase the likelihood of lead conversion are:

1. Lead Source Welingak Website: 5.39 - To attract more leads, we need focus more budget/spend on Welingak Website in terms of advertising, etc.
2. Lead Source Reference: 2.93 - To promote more referrals, we can offer discounts for supplying references that convert to leads.
3. Current occupation Working Professional: 2.67 - Based on their engagement impact, we should build targeted messaging and engage working professionals through communication channels.

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.**

To enhance the intensity of lead conversion efforts during the intern-hiring phase, X Education can implement the subsequent strategy by considering the provided variables and their associated coefficients:

- Concentrate on promising leads: According to the given coefficients, leads originating from the subsequent sources are more likely to convert:

1. Welingak Website: 5.388662
2. Reference: 2.925326
3. Working Professional: 2.669665

Consequently, during the intern-hiring period, the sales team should give precedence to reaching out to leads from these origins.

- Harness effective communication channels: Leads who have received SMS messages and have engaged with email communications exhibit a heightened probability of conversion. The coefficients for Last Activity_SMS Sent and Last Activity_Email Opened are 2.051879 and 0.942099, respectively. Therefore, it is advisable for the sales team to prioritize contacting leads who have either received SMS messages or interacted with X Education's emails.

- Optimize website involvement: The total time spent by a lead on the website serves as a valuable indicator of their interest in X Education's services, as indicated by the coefficient of 1.049789. Consequently, the sales team should also give preference to contacting leads who have dedicated a substantial amount of time to browsing the website.

- Sustain a diversified approach: Lastly, the sales team should ensure follow-up with leads who have engaged with X Education through multiple channels. For instance, leads who have utilized the Olark Chat feature on the website might not have spent an extensive period on the site but could still possess an interest in X Education's offerings. Hence, the sales team should make it a priority to follow up with leads who have engaged through various communication channels with X Education.

In summary, to intensify lead conversion efforts during the intern-hiring phase, X Education should prioritize leads from high-potential sources, capitalize on effective communication channels, optimize website engagement, and maintain a diverse engagement 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.

In order to reduce the frequency of unnecessary phone calls as the company attains its quarterly sales target ahead of schedule, the sales team can implement the subsequent approach:

- Concentrate on nurturing leads by means of personalized emails, SMS messages, and targeted newsletters.
- Utilize automated SMS messages for customers with a high probability of conversion.
- Engage with the sales team, management, and data scientists to refine the model and obtain input on effective strategies.
- Devise a plan to offer discounts or incentives to potential customers, motivating them to take action.
- Emphasize cultivating relationships with prospective customers through alternative communication channels like email, social media, or chatbots.
- Collect input from current customers to enhance lead quality and optimize the conversion rate.